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PUBLISHER'S BINDING

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 84, NO. 65 NEW YORK, U.S.A., WEDNESDAY, OCTOBER 1, 1958 TEN CENTS

One-Man-in-Booth Up

Jersey Allied Mulls Closings In December

Defers Regional B-B Plan; To Make Legal Stand Soon

A proposal that theatres operated by members of Allied Theatre Owners of New Jersey close during the month of December was taken under consideration by the organization's board of directors at its meeting here yesterday. A decision is expected to be made at the next meeting, late this month.

Sid Stern

Sidney Stern, Jersey Allied president, said that many members closed their theatres for two weeks prior to Christmas a year ago and some houses on the Jersey Shore remained open only on weekends in December last year. Reports of the experiences of these will be requested

(*Continued on page 7*)

Industry Heads Praise 'Orderly Release' Work

Leaders of distribution, production and exhibition have sent many letters and wires to Leonard H. Goldenson and Edward L. Hyman in appreciation for their work in compiling and distributing a new release schedule in the interest of orderly distribution of quality product throughout the year.

The schedule contains available

(*Continued on page 7*)

Television Today

Page 4

Sports Groups, Phone Companies Asked by Harris for Pay-TV Data

By J. A. OTTEN

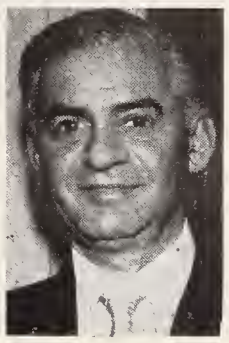
WASHINGTON, Sept. 30.—House Commerce Committee chairman Harris (D., Ark.) today indicated strong misgivings about closed-circuit pay television and announced that his committee is investigating current plans for pay television of sports events through wire.

Harris said the Commerce Committee would hold hearings on the subject of both closed circuit pay-TV and subscription television broadcasting either shortly before or soon after Congress reconvenes in Janu-

(*Continued on page 4*)

Schwartz New MMPTA Head

Sol A. Schwartz, president of RKO Theatres, was elected president of the Metropolitan Motion Picture Theatres Assn. at the organization's annual meeting, held at the St. Moritz Hotel here.



Sol. A. Schwartz

Schwartz succeeds Solomon Strausberg, president of Interboro Theatres, who was elected chairman of the board.

Other officers elected are: Leslie R.

(*Continued on page 7*)

O'Donnell To Be TOA Meet Keynote Speaker

Robert J. O'Donnell, president of Interstate Theatres of Texas, will be the keynote speaker at the opening of the Theatre Owners of America's 11th annual convention at the Americana Hotel in Miami Beach, on Tuesday,

(*Continued on page 6*)

'Last Mile' Producers Stress 'New Look'

By FLOYD STONE

Max Rosenberg and Milton Subotsky, who began for Matty Fox in television films and have advanced in life to this business, feel by now their record in it entitles them to say a few things.

They invited trade men yesterday

(*Continued on page 6*)

Vacate Order Against Mich. Football on TV

Special to THE DAILY

DETROIT, Sept. 30. — Judge Theodore Bohn of the Wayne County Circuit Court today vacated a temporary injunction restraining three local theatres from presenting a closed circuit telecast of the Michigan State—University of Michigan football game on Oct. 4.

The injunction against the Fox, Royal and Wyandotte Theatres here

(*Continued on page 6*)

For One Year

Anglo-U.S. Deal Extended; No Changes

American Companies Can Transfer $17 Million, Plus

From THE DAILY Bureau

WASHINGTON, Sept. 30.—The Anglo-American film agreement was extended without change for another year today, after industry and British government officials met here this morning, the Motion Picture Export Association announced.

The agreement provides that American companies may transfer uncondi-

(*Continued on page 2*)

'Another Golden Era' Near for Industry: Wald

By SAMUEL D. BERNS

HOLLYWOOD, Sept. 30. — "We are going into 'another golden era' of motion pictures as Hollywood is preparing to 'put the industry back on an industry basis,' Jerry Wald told members of press today at conference in the Beverly Hills Hotel.

Jerry Wald

Reflecting on the time he entered motion pictures as a writer for Warner

(*Continued on page 4*)

Davis Sets Dates for 'Rationalization' Meets

From THE DAILY Bureau

LONDON, Sept. 30.—John Davis, managing director of the Rank Organization, will explain the company's plans for "rationalization" of the motion picture industry at a national press conference here on Oct. 2, it was announced today.

This will be followed by a series of dinner functions Oct. 9, 14 and 15.

Phila. CofC Endorses Plan to Remove Tax on Theatre Admissions; Calls It Unfair Levy

Special to THE DAILY

PHILADELPHIA, Sept. 30.—Mayor Richardson Dilworth's proposal to drop the 5 per cent amusement tax on admissions to motion picture theatres was unanimously endorsed by the Economics and Taxation Council of the Chamber of Commerce of Greater Philadelphia. Philip Sterling, committee chairman, said "everything possible must be done, and done quickly," to revive the motion picture industry here.

"In addition to the relief-from-hardship argument," he said, "there is an equity consideration as well. The motion picture industry pays the same taxes as other trades—the real estate, the mercantile and the school district's general business taxes—and should not, in justice, be subject to a special levy on top of all these."

PERSONAL MENTION

ALFRED KATZ, United Artists foreign division manager, has returned to New York following a series of sales meetings in Latin Ameriea.

•

GIL GOLDEN, Warner Brothers national advertising manager, will eome here from the Coast to attend home office meetings starting Monday.

•

LEON LEONIDOFF, senior producer at Radio City Musie Hall here, left New York yesterday for Europe.

•

LESLIE NORMAN, producer, arrived in New York yesterday en route to London.

•

CARL SCHEUCH, Allied Artists booker in Cleveland, is hospitalized at Doctors Hospital there.

•

MRS. GEORGE S. MACK—the former OLGA LIST—has given birth to a boy, JOSHUA LINCOLN, at Mt. Sinai Hospital here.

•

ROBERT MITCHUM, partner in MPL Productions, which is making "The Wonderful Country" for United Artists, has arrived in New York from Mexico City with ROBERT PARRISH, director of the film.

•

BERNARD DELFONT, British talent agent, will return to London from New York today via B.OA.C.

•

THOMAS POLI NOLAN, of Woodmont, Conn, grandson of the late SYLVESTER Z. POLI, New England eircuit owner, was married recently in New Haven to ROSEMARY HELEN SIMONS, also of Woodmont.

•

LAWRENCE WEINGARTEN returned to New York yesterday from Europe, and will leave here later in the week for Holllywood.

•

STANLEY DONEN, producer-director, has arrived in Amsterdam, the Netherlands, from New York.

•

M. B. HORWITZ, head of the Washington Theatre Circuit, Cleveland, has left there with MRS. HORWITZ for Martinsville, Ind.

•

CHARLES KLEIN, head of the Black Hills Amusement Co., Deadwood, S. D., is hospitalized there.

•

HARRY ROGOVIN, Columbia Pictures district manager in Boston, was in Albany, N. Y., from there.

Anglo - U. S. Deal Extended

(*Continued from page 1*)

tionally $17,000,000 of their annual earnings in the United Kingdom. In addition, the agreement permits the eompanies to remit the amount of money they receive under the Eady Plan. The new agreement will expire Sept. 26, 1959.

Representing the U. K. today were Sir David Eccles, president of the Board of Trade; Sir Frank Lee, permanent secretary of the BOT; and Kenneth Huggins, eommercial counselor, British Embassy. Present for the industry were MPEA vice-presidents Ralph Hetzel and Griffith Johnson. Eric Johnston, MPEA president, who has attended the meetings in other years, is in Moscow negotiating a film sale. Ellis Arnall, president of the Independent Film Producers Export Corp., was unavoidably absent.

The MPEA was host at its headquarters here tonight to the members of the British negotiating team and a distinguished list of diplomatic guests from the Birtish Embassy and the U. S. State Department at a formal dinner followed by a screening of Warners' "The Old Man and the Sea." Representing major companies at the affair were Barney Balaban, president of Paramount; Arthur Krim, United Artists president, and Spyros Skouras, president of 20th Century-Fox.

Premiere Slated for 'Pacific' Move-Over

"South Pacific" in Todd-AO will have a special evening premiere at the Rivoli Theatre here next Tuesday when it moves from the Criterion, where it has played since Mareh 19. Stars of the film will be on hand, including Mitzi Gaynor, Juanita Hall, Ray Walston and Frances Nuyen, in addition to Richard Rodgers, Oscar Hammerstein and Joshua Logan.

Others on the opening night list are Pearl Buck, Bennett Cerf, Bernard Gimbel, Celeste Holm, William R. Hearst, Jr., General Douglas MacArthur, Mrs. Searle Whitney, Martha Wright, Julie Wilson, Mrs. Fleur Cowles and George Skouras. Mrs. M. O. Tansill, Mrs. Chester LaRoche, Mrs. Godfrey Fletcher, and Mrs. Harold Shattuck will be hostesses to a large group of men of the Armed Forces, invited through the Soldier's, Sailor's and Airmen's Club. A party of blind veterans is included in the group.

Museum Re-Opening

The Museum of Modern Art will reopen all galleries and services here on Wednesday, Oct. 8, after a four-month remodeling program aimed at providing better space and facilities for the public and staff. The changes will help accommodate visitors, which have increased by over 100 per cent sinee the building opened in 1939, and will provide additional office space for the use of the staff, which has also doubled.

'Camp' $9,500 Buffalo

BUFFALO, Sept. 30. — Columbia's "The Camp on Blood Island" did a "tremendous" $9,500 here at the Paramount Theatre in its first three days ending Sunday, to register the best business in town against some strong current product, the eompany reported.

'Country' Bow Tonight Will Benefit Hospital

A capacity crowd of approximately 1,100 persons is expected to pack the Astor Theatre here tonight (Oct. 1) for the charity premiere of the William Wyler-Gregory Peck production, "The Big Country." All proceeds will go to the National Jewish Hospital at Denver, a free non-sectarian medical center for the treatment of tuberculosis and diseases of the chest. The Hospital is supported entirely by voluntary contributions.

Opening-night festivities of the United Artists release will be carried by a network of radio and television stations in 22 countries on four continents. U. S. coverage will be highlighted by the Dave Garroway "Today" (NBC-TV) show, which will shoot the proceedings on film tonight for telecasting on Thursday morning.

Republic, Eros Sign For U.K. Distribution

From THE DAILY Bureau

LONDON, Sept. 30.—Republic Pietures announced today a five-year agreement with Eros Films, Ltd., for the latter to distribute Republic produet in the United Kingdom and Ireland.

The new deal supersedes the five-year agreement Republic had with British Lion, according to Reginald Armour, Republic executive vice-president. The B. L. arrangement was terminated after only two years. There are 18 Republic Pictures undelivered and now available, it is reported.

Reeves' Anniversary

Reeves Sound Studios, Inc., this week eelebrates the 25th anniversary of its founding by Hazard E. Reeves, president. The studios, originally loeated on Broadway, moved to their present East Side loeation in 1947.

Set Meeting in Strike Of Memphis Operators

Special to THE DAILY

MEMPHIS, Sept. 30. — A meeting has been called for Nov. 4 between representatives of the projectionists union and neighborhood theatre owners in an effort to settle a strike that is almost two years ago.

Jim West, Hollywood Theatre and president of the Neighborhood Theatre Owners Association, and Albert Shelton, union president, arranged the meeting.

No neighboorhood theatres are closed although pickets still are on duty nightly. The strike started Feb. 4, last year.

Hope for a settlement eame after Memphis first runs signed a new three year contract with the union.

28-Hour Work Week

Under the new contract operators are paid $112 a week for 28 hours work. Under the old eontract they were paid $99.50 a week for 42 hours work. But only one operator is required in the projection booth at a time under the new contract. The old contract required two men in the booth. Thus eaeh theatre saves $62 a week—a total of $9,500 under the three year eontract.

Austin Granted Delay In Anti-Trust Suit

Austin Theatres, Inc., operators of the Austin Theatre in Forest Hills, must answer within 45 days questions asked by the defendants in an anti-trust aetion Austin filed last February, New York Federal Judge Archie O. Dowson ruled. Defendants in the action include the major distributors and other exhibitors in the Forest Hills area charged in the suit with conspiring to discriminate again the Austin in runs and clearanees.

Defendants asked the judge to dismiss the action Monday on the grounds that certain questions were insufficiently answered by Austin in the original complaint but the judge granted the plaintiffs a 45-day extension, after which the suit ean be thrown out if they fail to reply.

Bingo Resolution Is Adopted in Toledo

Special to THE DAILY

TOLEDO, O., Sept. 30—City Council adopted a resolution permitting charity bingo and lotteries under police supervision. Vote was 7-2.

Councilmen, in a two-hour debate, admitted bingo is legal. The courts have given rulings on the legality of charity bingo. The state eonstitutiton outlaws lotteries but the Legislature has never enacted a law deelaring bingo illegal.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Feeke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yueca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Pieture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Roekefeller Center. New York 20, Telephone CIrele 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Viee-President; Theo. J. Sullivan, Vice-President and Treasury; Leo J. Brady, Seeretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of Mareh 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

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"BUILDS TO VIOLENT CLIMAX!"
—M. P. Exhibitor

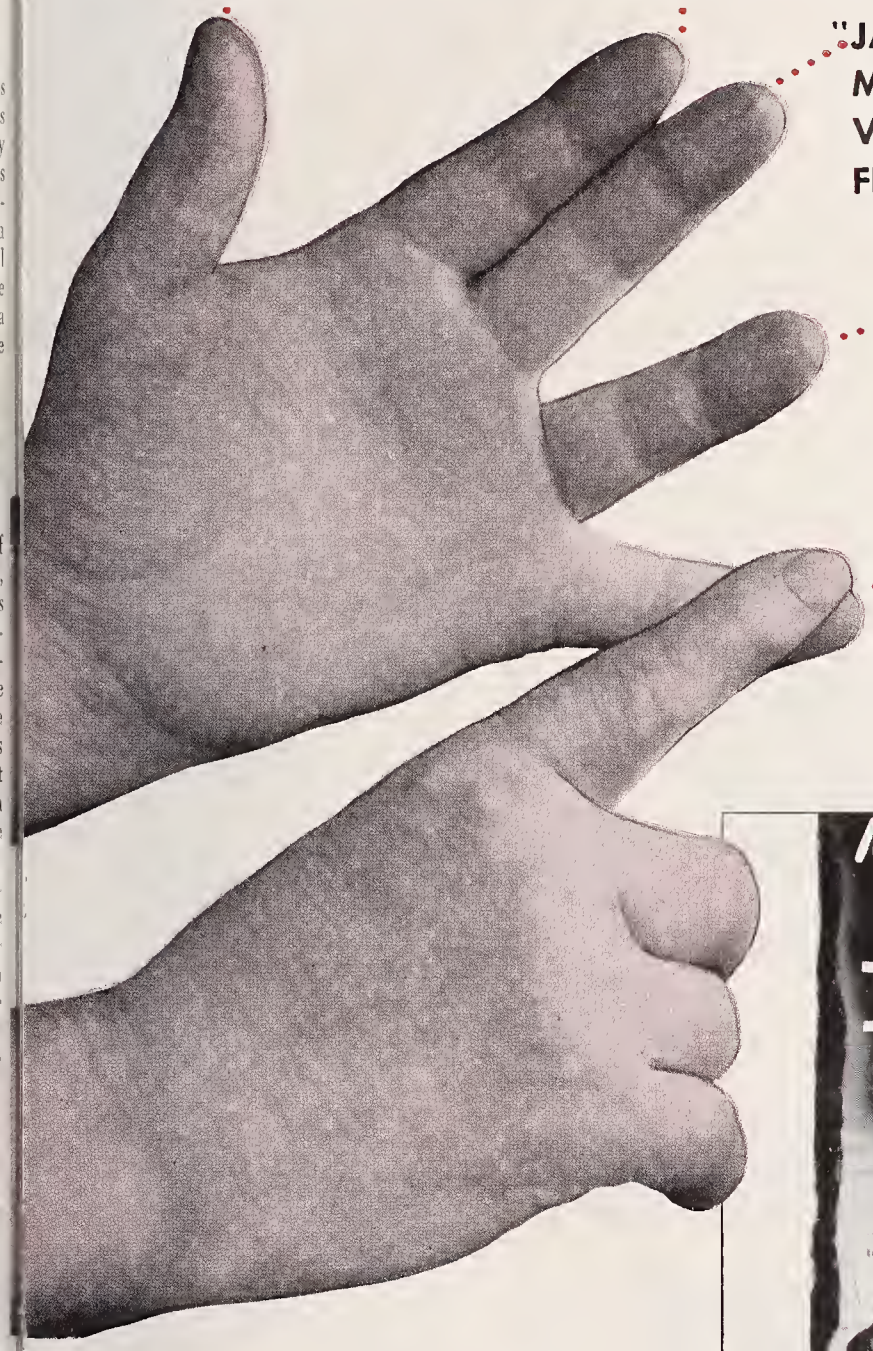
AND MORE!

"Can be counted on at box-office."—*Film Daily*

"Intensely melodramatic!"—*Boxoffice*

"Action packed!"—*M. P. Herald*

"Pure adventure. Superior exploitation picture."—*Variety*



ON BROADWAY AT LOEW'S STATE

M·G·M BACK ON TOP IN '58!

Above: Advertising key-note of campaign packs a wallop!

Sports Groups

(*Continued from page 1*)

ary. In the meantime, he sent a letter to Skiatron Television and West Coast baseball and football clubs inquiring into their commitments for closed-circuit television operations.

The Commerce Committee played a leading role in getting the Federal Communications Commission to postpone repeatedly trial operations of toll-TV broadcasting. The most recent FCC decision was to postpone any broadcast toll-TV action until after the next session of Congress.

"Subscription television limits the viewing of major sports events and other programs to those who are willing and able to pay," Harris said today. "This constitutes a major departure from our present system of free broadcasting. It does not matter whether subscription operations utilize radio waves or wire circuits for this purpose. The principle involved and the effect are the same. It is important therefore for Congress to inquire into all plans for subscription television operations with the view of determining whether legislation is needed to protect the public interest."

Eight Are Questioned

Harris' inquiry today went to Skiatron, the San Francisco Giants baseball team, the Los Angeles Dodgers baseball team, the Los Angeles Rams and San Francisco Forty-Niners football teams, the New York Telephone Co., the Jersey Bell Telephone Co., and the Pacific Telephone and Telegraph Co.

The letter noted press reports that Skiatron had entered into negotiations with several telephone companies and baseball and football clubs for closed-circuit pay-TV operations. Noting the committee's interest in the pay-TV field and its plans for hearings later this year or early next year, Harris asked each company for "all relevant information" on commitments, negotiations and plans in this field.

The Arkansas Democrat also mentioned that he had strongly supported this past year legislation to exempt professional sports from the anti-trust laws. This legislation passed the House but died in the Senate.

Harris said that if Congress considers similar legislation again next year it must certainly consider the plans of baseball or football clubs to televise their games on a subscription basis.

Acquire 'Uncle Tom'

Colorama Features, Inc., headed by Jules Weill and Carroll Puciato, has acquired world-wide exhibition rights to "Uncle Tom's Cabin" by purchasing the negative from Universal Pictures. A new introduction to the picture has been filmed with Raymond Massey in Litchfield, Conn., birthplace of Harriet Beecher Stowe, author of the classic. Massey also narrates the story and a musical score has been added.

One Man's TViews

By Pinky Herman

HOLLYWOOD

IT always happens to us. Ten minutes after take-off for Hollywood Friday while helping ourselves to a cup of java a voice piped up, "Hello Pinky what's up besides us?". Turned out to be Frank Kelton, for many years gen. mgr. of Shapiro-Bernstein & Co. and now prexy of his own music firm with headquarters in Hollywood and a good friend for 30 years. The smooth trip, with Frank's most welcome company, proved most enjoyable. When we landed at L.A. International Airport we were met by Phil Clarke, one of the most talented actors in the land, who recently came out to Hollywood to live. Phil, among many other characterizations, was the famous "Mr. Keen, Tracer of Lost Persons" of radio for 9 years and if Hollywood is as anxious as it avers to be on the lookout for tops in talent, then Phil and Hollywood are in luck.

☆ ☆ ☆

After a shower and shave we latched onto the telephone and called a few friends. Harold Spina, writer of "Annie Doesn't Live Here Any More," "Would I Love You?" two ditties we know graced the Hit Parade for weeks, Hannah (Mrs. Bob Russell) Green, wife of one of the most prolific writers in tin pan alley, sister of Bud Green, who also rates Double AAscap —and Hannah herself has written a series of kiddie music books which are slightly sensational. We phoned Arthur Eddy, Don Gillette, Herman Bernie, Perc Vivian (one of the finest directors and actors in Hollywood) his charming and talented wife, Elsie, and was given a promise by their 8-year-old son Michael, of a chance to operate his Lionel electric train set. Sunday morning we made the rounds of local radio stations to chat with the managers and deejays and first one we met was Mitchell Reed at KFWB. Turned out that we knew Mitch when he was spinning the wax at WOR in Gotham and we had a swell visit during which we met Chuck Blore, affable producer at the station. Thence to KLAC where the all-nite deejay, Ron McCoy proved helpful in telling us who to see, when to see them and, most encouraging, his prediction that our newest platter, (Johnny Andrews warbling "Havin' A Wonderful Time" and "It's A Wonderful, Wonderful Feelin'") sounded to him like a definite smash.

Pinky Herman

☆ ☆ ☆

For years we've printed glowing reports about George Fenneman in our columns and in our annual FAME stories (he's copped the award as "Best TV Announcer" these past four consecutive years) so we hopped into a friend's chariot and out to KABC-TV studios at Prospect & Talmadge where George was rehearsing his popular "Anybody Can Play." It didn't take but ten minutes for us to discover that George, not only can ad-lib with the best of them (he proves that every week when he crosses words and gags each week with the greatest ad-lib artist of them all, Groucho Marx) but is the most popular figure in the theatre with the show's crew as well as the studio execs. During a coffee break, in his dressing room, we had a chance to talk and he's every bit as charming, warm, friendly and sincere, as his reputation led us to believe and we understand howcome he's named "No. 1 Announcer" year after year.

☆ ☆ ☆

Next day was Monday, a new week, more work (we're supposed to be on our vacation—but in Hollywood with so much to do and so little time to do it) so we arrived at the Quigley West Coast offices at 9 ayem and were greeted by smiling Sam Berns, our West Coast manager and his charming and most helpful wife, Ruth and staffer Marvin Fisher. So, again with the phone and calls to Ernie Stern, ABChief of publicity, with whom we'd been associated during his reporter days, Don Poynter, producer of a new horror-mystery show, "Midnight At 8" which is currently making a try-out tour in these parts prior to the opening Monday, Oct. 6 at the Curran Theatre in San Francisco which we'll attend; another call to Izzy Ruman, for our pal and associate Jules Levey, who has several TV irons in the fire just about ready for launching. Then another call to Dresser Dahlstead, program manager for ABC and KABC. A call to Ed Ettinger, one of the Disneyland executives, guess that's enough for a starter.

'Golden Era'

(*Continued from page 1*)

Brothers 25 years ago, Wald said "everything is repetitive. At that time we had a roster of stars under contract that we could call on. Now, after suffering through changes in the business that made it difficult to obtain players, the studios are beginning to build up a pool of young important talent that will make it possible to turn out more pictures."

"Twentieth Century-Fox, MGM, Warners and Paramount are giving evidence of this move, and by next year we should see the biggest star pool available to producers," Wald predicted and added:

Points to 'Peyton Place'

"The majors are re-investing in the future, using established names with unknowns, as I did with Lana Turner in filming 'Peyton Place.' I was told Lana was washed up. There are no washed up names, only washed up stories. Proof is that Lana was in 10 flops before I put her in 'Peyton Place,' and grosses on that picture to date are $10,500,000.

"I did the same with Joan Crawford, putting her in 'Mildred Pierce' at Warners when she was labeled box office poison by exhibitors.

"Today the mainspring is excitement. Independents like myself will do well to operate through majors, who make it easier to facilitate preparation of basic material.

Inducements to Writers

"No star can take a bad story and make it into a good picture. The industry recognizes the need today for good writers. Inducements are being made to writers like Rod Serling, Reginald Rose and Robert Alan Aurthur, who created stirs with their TV writing, but are now complaining of being dehydrated by TV sponsor rules.

"I plan to use writers' names prominently on the main title to satisfy millions of high school and college students who have become familiar with names we are now using.

"All we need is an exciting story, exciting players and watch the film erupt on the screen."

Questioned on his status at 20th-Fox, Wald said he was extremely happy with the association, but that his attorney was seeking an adjustment on his contract to provide for pre-selling expenditures on his films, complaining that to date he has been putting his own money into trade ads for buildups on the new people he is featuring.

One of Three Producers

He also added that he is the only independent producer, outside of Zanuck and Frank Ross, to receive a participation deal at Fox.

Wald also paid tribute to Stanley Kramer for his pulse on today's needs, calling attention to that producer's article in "Motion Picture Herald," issue of Sept. 20, in which he stated that we have to create a "got to see" attitude.

9 OUT OF 10 POST '48

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Prices for individual pictures on request

PEOPLE

Jerry Wald has been elected third vice-president of the Screen Producers Guild. He succeeds **Dick Powell,** who resigned the post because of pressure of his production activities.

□

Joe E. Brown, veteran comedian, has been voted a member of Ohio's Teenage Hall of Fame. He was born in Holgate, O., and grew up in Toledo.

□

David M. Idzal, retired managing director of the Fox Theatre, Detroit, has been reelected president of the Detroit Society for Crippled Children.

□

Charles L. Mack has reopened his Strand Theatre, Sebring, O., on a weekend policy.

□

Earl Wright, former Warner Brothers Connecticut salesman, has been named manager of Lockwood & Gordon's Candlelite-Pix Drive-in Theatre, Bridgeport.

□

Caroline Kekic, who was in charge of box-office reports at the Universal exchange in Cleveland at the time of the recent staff reduction, has returned to the company as a biller.

□

David Morgan, formerly with United Artists in Detroit, has joined Universal there as a salesman.

□

Robert Bial, owner of the Arkay Studios in Cleveland, has been named captain for the United Community Appeal covering the Film Building.

□

Bernie Elinoff, one-time usher at the Squirrel Hill Theatre, Pittsburgh, has returned to the house as manager, replacing **Larry Knee,** who has resumed his old post at the Rowland Theatre, Wilkinsburg.

'Hurrah' Bow Set

BOSTON, Sept. 30.—"The Last Hurrah" will have its world premiere at Loew's Orpheum Theatre here on Oct. 22, officials of Columbia Pictures announced today at a luncheon in honor of two featured players in the film, Jane Darwell and Ricardo Cortez.

O'Donnell TOA Keynoter

(*Continued from page* 1)

Oct. 21, the TOA convention committee reported yesterday. O'Donnell will deliver the keynote address at the session starting at 10 A.M. in the Bal Masque Room of the Americana.

One of the founders of TOA, who attended the session in Washington on Sept. 19, 1947, when American Theatre Association and the Motion Picture Theatre Owners of America merged to become TOA, O'Donnell has served the organization continuously in executive capacities. His acceptance of the invitation to be keynote speaker was announced by the convention committee, consisting of Mitchell Wolfson, honorary chairman, and Sam L. Gillette, Sumner M. Redstone and John B. Schuyler, co-chairmen.

Pinanski a Chairman

Samuel Pinanski, TOA president from 1949 to 1951, and president of American Theatres circuit of Boston, will be chairman of the opening session and bring the convention to order. He will then introduce Wolfson, co-owner of Wometco Theatres of Miami, who will welcome the delegates. Greetings from England will be extended by Ernest J. Carpenter, representing the Cinematographic Exhibitors' Association of Great Britain and Ireland, and from Mexico by Senor Roberto Cervantes Casaus, head of the Circuito Louis Montes of Mexico City.

After O'Donnell's keynote address, Ernest G. Stellings, retiring TOA president, will deliver a report on the meeting the prior day of the board of directors and executive committee. Albert M. Pickus of Stratford, Conn., will introduce the new officers who will have been elected at the board meeting. The new TOA president will then speak briefly in outlining his objectives for the coming year.

Will Outline Insurance Plan

Two additional brief talks are on the opening session agenda; one by Robert J. Mosely of the John Hancock Mutual Life Insurance Company to outline TOA's group life insurance program, and one by Nathan Golden, director of the Scientific, Motion Picture and Photographic Products Division of the U. S. Department of Commerce's Business and Defense Services Administration. Golden will explain the forthcoming U. S. census of the movie industry to the convention.

Vacate Order

(*Continued from page* 1)

and both universities had been obtained by State Representative John J. Fitzpatrick, a long-time foe of pay-television, who contended it is "unjust to ask Michigan taxpayers to pay to see games on TV played by institutions they support."

In his decision today Judge Bohn pointed out that $30,000 had already been invested by GianTView, sponsors of the telecast, and that cessation by the theatres of ticket sales "would be an injustice." On the other hand, he stated, "there can be no injury in not depriving 50,000 theatre patrons of seeing the game."

The judge's ruling is expected to establish a precedent which will have an important bearing on closed circuit theatre activity in the future.

Lease Theatre

SPRINGFIELD, O., Sept. 30.—The Fairbanks Theatre has been leased by Chakeres Theatres to the Springfield Civic Theatre, local semi-professional acting group.

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HI-FI & STEREO RECORD
PRODUCTION AVAILABLE

One of the oldest independent record manufacturers, having complete production facilities in Eastern U.S.A., Puerto Rico and Eastern Canada, offers first-class production at a highly competitive price on contract sales basis. Over sixteen years' experience. *Write to*

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Name Ribbon-Cutters For Int'l Trade Show

A trio of officials from both the Theatre Owners of America and the National Association of Concessionaires will wield the ribbon-cutting scissors to open the International Trade Show sponsored by both organizations in conjunction with their concurrent annual conventions at the Americana Hotel in Miami Beach, opening Tuesday, Oct. 21. The trade show, which will feature nearly 150 booths exhibiting the newest concessions and theatre equipment developments, will be formally opened at 2 P.M. on Oct. 21.

Five to Participate

Taking part in the ceremonial opening for N.A.C. will be Lee Koken, president; Bert Nathan, chairman of the board, and Phil Lowe, exhibit chairman. TOA's trio will include Ernest G. Stellings, president; Mitchell Wolfson, honorary convention chairman, and the new president of TOA, who will have been elected at the TOA board meeting Monday, Oct. 20 at the Americana. The Trade Show will be open from 2 to 6 P.M., on Tuesday; from 1 to 6 P.M. on Wednesday and Thursday, and from 10 A.M. to 2 P.M. on Friday, Oct. 24.

Drive-In Closings Start

CLEVELAND, Sept. 30.—The end of the drive-in season in this area is approaching. Many have curtailed operations to weekends since Labor Day, now two have closed entirely. They are the TwiLite Drive-In, New Philadelphia, owned by A. K. Veach, and the Cadiz Drive-In, Cadiz.

'The Last Mile'

(*Continued from page* 1)

to Production Center on West 26th Street, where they're finishing "The Last Mile," and Rosenberg, as chief spokesman, said the things.

"It is my conviction people like Milton and me are the last hope of the industry. No major studio—and for the word studio, read 'factory'—on its present basis can survive. They have an overhead and they have to charge it.

Sees 'Sell' All-Important

"We never have made a program picture. Today, people talk about 'gimmicks'. We always have thought that way. Our idea was, what will make this picture we are going to produce, sell?

"We start the cycles. We made 'Rock, Rock, Rock' for DCA and Warners. 'The Curse of Frankenstein' was our idea and we participated and we made 'Jamboree' for Warners.

"We know more than producers ever before had to know. We know about making, and about selling, and about editing, and about exploiting and advertising. I personally have been abroad three times the past 15 months, helping Warners with 'Jamboree'.

"They are surprised at producers like us, and pleased."

He said United Artists, which will release "The Last Mile," is "excited" about it. And so are he and his partner, about United Artists. It's "young, aggressive, wonderful" to work with. He added he knew it's old hat to talk that way but he meant it because as a producer he appreciated understanding.

There is in the modern world, he said, "a taste for violence"; but in catering to it in, for instance, "The Last Mile," in the realism he claims he and his partner and their company have given it, he said there is neither cheapness nor sensationalism.

Has Mickey Rooney

Mickey Rooney stars, and Howard Koch directs, and the partners yesterday introduced both to the writers.

The picture will have taken three weeks, and making it in New York to Rosenberg is another demonstration of how readily one may, here. He hazarded it would have taken three weeks longer on the Coast, the sets would have cost a third more and he wouldn't have had the talent. Here, as he put it, he obtained "the best of Broadway and the best from Hollywood." He changed the play slightly, he said. The Negro now is no "Uncle Tom"; just a Negro; and he has added a Puerto Rican, to give it a touch more contemporary.

'Enemy' to Univ.

Universal Pictures has acquired United States, Canadian and South American distribution rights to "The Silent Enemy," a John and James Woolf Romulus film produced in England. Tentative plans call for a January release of the picture.

Jersey Allied Mulls Closings in December

(*Continued from page 1*)
and will be made available for study by directors to help them arrive at a decision.

Stern said that insofar as the directors could ascertain at this time, the releases scheduled for New Jersey in December make it necessary for the exhibitors to consider closing. The savings from suspension of operations, he said, might be found substantial enough to recommend closings, particularly in the event exhibitors feel losses are inevitable if they remain open from Thanksgiving to Christmas.

Stern said a record attendance of directors heard an interim report on work being done by Edwin Rome, Philadelphia attorney, who was retained by Jersey Allied recently to advise it on a course of action in connection with current trade practices affecting its members, especially in respect to the manner in which films are released in New Jersey. He said a public statement from Rome may be expected in about two weeks.

Detailed reports on the way "The Bridge on the River Kwai," "The Ten Commandments" and "Around the World in 80 Days" are being handled in New Jersey were presented to the board.

The directors decided to postpone action for another month on the regional business-building campaign approved by the organization's annual convention in August in order to decide whether there is a possibility of the all-industry b-b campaign being revived.

The board also discussed and decided to continue careful observation of developments on the one-man-in-the-booth issue, which they believe to be stirring. They feel it could be not only the solution to the crisis faced by many theatres but also could be of help to the projectionists, should it result in keeping any appreciable number of theatres open, which otherwise might be forced to close.

New Jersey's delegates to the national Allied annual convention in Chicago starting Oct. 13 were given instructions by the board. The delegates are Stern, Irving Dollinger and Wilbur Snaper.

Expect 150 at Para. Coast Meet Tomorrow

From THE DAILY Bureau

LOS ANGELES, Sept. 30.—Paramount home office executives and managers of divisions and branches West of the Mississippi will converge in Los Angeles tomorrow to prepare for the big marketing and merchandising luncheon-meeting the company will hold Thursday at the Ambassador Hotel. More than 150 circuit executives, independent exhibitors and newspapermen will attend this third meeting in a worldwide series of 100 which George Weltner, vice-president in charge of world sales, has stated. As he did in Toronto and New York during the past week, Weltner will address the Los Angeles gathering to outline the 29 big-scale productions the company has listed for 1959.

Mexican Bank Acquires Churubusco Studios

Special to THE DAILY

MEXICO CITY, Mex., Sept. 30.—The National Cinematographic Bank has bought the Churubusco Studios, considered the most modern and well equipped studios in Mexico, after a long period of uncertainty and hesitation as to whether or not to sell their shares on the part of a minority group of shareholders.

This group announced that they intended to get the whole of the shares, as they had a right of priority, according to the premises of the contract; but, in the end, this smaller group seconded the action of the larger group, represented by Emilio Azcarraga, and sold the total of their shares to the National Cinematographic Bank, which is now sole proprietor of the studios.

Baldwin to Vacate MPA London Post in Nov.

From THE DAILY Bureau

LONDON, Sept. 28 (By Air Mail). Charles Baldwin is vacating his incumbency of MPAA's London chair. He is due to sail for New York on Nov. 6. Baldwin was sent here from home following the death of Fayette W. Allport. It was understood then that his incumbency would be a temporary one only.

On Baldwin's departure, Roland Arthur Thornton, director of information for MPAA here, will be in acting charge of the Association's London office. Thornton joined the Association in 1947 following a distinguished career in daily journalism. He deputized for the late Allport whenever the latter found it necessary to be absent from London.

W. C. McCrary, 60

MOBILE, Ala., Sept. 30.—Edward Claude McCrary, 60, retired motion picture theatre owner, died recently of a heart attack. He owned and operated the Crichton Theatre here for many years.

Schwartz Elected

(*Continued from page 1*)
Schwartz, president of Century Circuit, first vice-president; Robert K. Shapiro, managing director of the Paramount Theatre, second vice-president; Russell V. Downing, president of Radio City Music Hall, treasurer; and Phillip F. Harling, Fabian Theatres executive, assistant treasurer.

Directors elected were: Leo Brecher, Walter Brecher, Downing, Emanuel Frisch, Harry Goldberg, James F. Gould, Harling, Bernard Helfand, Murray J. Lenekoff, Harry Mandel, William F. Miller, Martin H. Newman, Clement Perry, Eugene Picker, Samuel Rinzler, Samuel Rosen, Arthur Rosen, Robert C. Rothafel, Donald S. Rugoff, Leslie R. Schwartz, Sol Schwartz, Shapiro, M. O. Strausberg and Sol Strausberg.

Six on Executive Committee

Elected to the executive committee were: Picker, chairman; Leo Brecher, Rinzler, Sam Rosen, D. Rugoff and Leslie Schwartz.

Stagehands Turn Down F. P., Odeon Proposal

Special to THE DAILY

TORONTO, Sept. 30. — Thumbs down to an arbitration proposal from Famous Players and Odeon has come from the stagehands' union. The stagehands will ask the firings from Hamilton and Toronto theatres be ruled a lockout by the Ontario Labor Relations Board.

A proposal for a four-week negotiation period during which the stagehands would be reinstated with back pay to Sept. 1, when they were discharged was rejected.

Meanwhile Odeon and FP have asked renewal of the interim injunction on picketing.

New Law Partners

Samuel Spring and Michael F. Mayer, industry lawyers, have announced formation of a law partnership with offices at 30 East 40th Street here.

'Streetcar' Paying Off In Re-Run Engagements

Initial reports from across the nation show 20th Century-Fox's re-release of "A Streetcar Named Desire" rolling up top grosses.

Boston's Metropolitan Theatre grossed more than $9,000 in five days, and Buffalo's Paramount Theatre over $10,000 in a similar period. Other reports are: Century, Baltimore, three days: $2,802; World, Minneapolis, first week: $5,897; and Saenger, New Orleans, first week, more than $9,000.

Alumni at Premiere

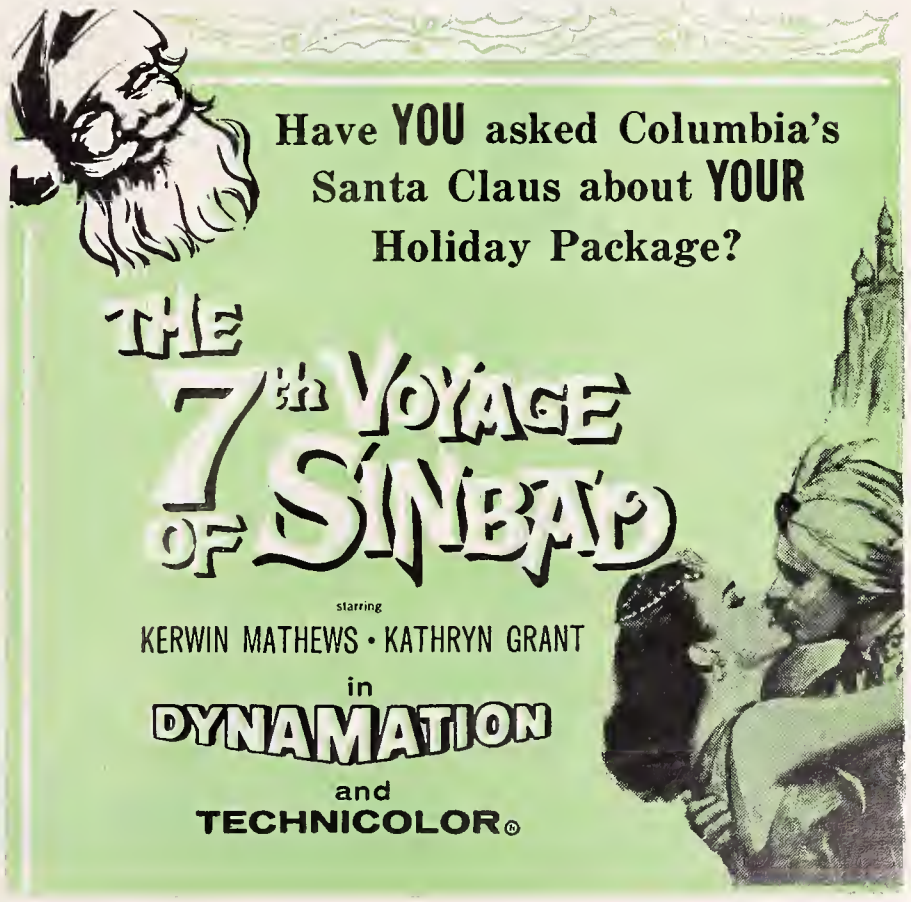
More than 3,000 of City College's alumni will join many entertainment world celebrities tomorrow night for the gala charity world premiere of 20th Century-Fox's "The Barbarian and the Geisha," at the Paramount Theatre here. Proceeds from the lavish affair will benefit the City College Fund.

Industry Heads

(*Continued from page 1*)
product for the rest of 1958 and into six months of 1959 and was circulated throughout the industry to those who have endorsed the orderly distribution plan. Among those sending the AB-PT executives words of praise were the following: from distribution, George Weltner, Charles Boasberg, Al Daff, Abe Montague, Alex Harrison, Leo Samuels, and Steve Broidy; production, Adolph Zukor, Y. Frank Freeman, Steve Trilling, J. E. Grainger; exhibition, F. H. Ricketson, Jr., Harry Brandt, Manny Frisch, Sam Goodman, Irving Goldberg, Dick Brous, Robert Selig, Norman T. Prager, J. J. Fitzgibbons, Irving Levin.

Will Report on New Films

Hyman has announced he plans to release a further "report from Hollywood" at the end of the first quarter of next year. This is a report on pictures he will see in whole or in part during a trip to Hollywood.



FOURSCORE and SEVEN...

is still 87 to 1...!

Unaccustomed as he is to public speaking, it behooves the Prize Baby to say a few words for the Trailer Ticket. While the industry may not long remember broken promises, it should not forget the proof of pledges fulfilled.
Each trailer casts 87 sure votes at your boxoffice* – and that's not just campaign oratory! So remember, when you cast your vote for the Trailer Ticket, you get a landslide victory.

*Sindlinger and Co., in its latest survey of trailer impact based on admissions, reports as follows: In a theatre with an average admission of 50 cents, a half-dollar investment (the price of a ticket) in a trailer showing to 200 people per performance will motivate the return of 87 of these people to see the picture advertised for $43.50 in ticket sales.

VOTE FOR TRAILERS • THE PEOPLE'S CHOICE

NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 84, NO. 66 NEW YORK, U.S.A., THURSDAY, OCTOBER 2, 1958 TEN CENTS

Protested

Detroit Paper Reveals Ad Censor Plan

Calls Exhibitors Into Meeting To Inform Them

Special to THE DAILY

DETROIT, Oct. 1.—The *Detroit News*, in an action reminiscent of that proached earlier by the Los Angeles Newspaper Publishers Association, called local exhibitors into a meeting t its offices here to inform them the ublication is contemplating censoring notion picture and theatre advertising ubmitted to it.

The meeting, held several days ago, ppeared not to have been conclusive. The exhibitors who attended, it is

(*Continued on page 2*)

'Big' Bow Here Raises $15,000 for Charity

A total of $15,000 was raised for he National Jewish Hospital at Den- er at last night's gala Broadway pre- niere of the William Wyler-Gregory Peck production of "The Big Coun- ry" at the Astor Theatre. Some 1,100 ersons packed the theatre for the ntertainment and charity event spon- ored by the Hospital.

Gregory Peck, star and co-producer f the film, and Mrs. Peck, were uests of honor at a midnight supper- ance held following the premiere at he Starlight Roof of the Waldorf- Astoria Hotel.

Plan Worldwide Radio Coverage for 'Old Man'

World-wide coverage of the gala vorld premiere of "The Old Man and he Sea" will be provided next Tues- lay evening when the facilities of in- ernational, nation-wide and local adio networks bring the festivities to udiences from the Criterion here.

The premiere, under the sponsor- hip of the National Foundation's March of Dimes, will be attended by otables from the entertainment, ports and publishing fields, as well s government officials and others.

Detroit 'Art' House, Forsaking 'Art' for Old Silents, Creates Press Interest

Special to THE DAILY

DETROIT, Oct. 1.—Local newspapers are evidencing unusual interest in the announcement by Pierre LaMarre, managing director of the Clawson Playhouse here, that beginning Oct. 8 the house will embark on a policy of showing old-time, silent films, many of them museum pieces.

LaMarre said the reasons for his abandonment of an art house policy at the Clawson were the dearth of suitable product and the fact that too many so-called "art" theatres nowadays have become identified in the public mind more as "sex-art theatres."

"The motion picture is an art form," he observed, "but much of what we have now is not art. Also, because a picture comes here from a foreign country does not mean that it's always a good picture for that reason."

LaMarre said old-fashioned piano

(*Continued on page 2*)

Pathe Names Murray, Melamed to New Posts

O. W. Murray has been elected president, and David J. Melamed executive vice-president of Pathe Laboratories, Inc., Hollywood and New York processors of motion picture and television film, it was announced yesterday.

Pathe, a subsidiary of Chesapeake Industries, Inc., recently concluded an agreement under which it will process film for Columbia Pictures and its television subsidiary, Screen

(*Continued on page 6*)

Selig to Preside at TOA Better Business Forum

Robert W. Selig, head of Fox Intermountain Theatres, will be chairman of the "Better Business Through Better Selling" forum on Friday, Oct. 24th, at the 11th Annual Convention of the Theatre Owners of America,

(*Continued on page 2*)

Theatre Party Unit Set For 'Roots of Heaven'

A special unit has been set up at the RKO Palace to handle theatre party reservations for Darryl F. Zanuck's CinemaScope-De Luxe color presentation, "The Roots of Heaven."

Block tickets for the 20th Century-Fox release may be purchased at the Broadway showcase, or by calling the RKO Palace. The film opens Oct. 15 on a reserved seat basis.

HERALD Feature Recounts Role of Rockefeller in Amusement Industry

When executives of this industry meet Nelson Rockefeller this evening over cocktails at the Metropolitan Club—accepting Sypros Skouras' invitation—they will be expressing interest in a man who is interested in them.

Writing in the *Motion Picture Herald* this week on "Nelson Rockefeller and the Film Industry," W. R. Mizelle points out Rockefeller as director of the Radio City Music Hall is in this business, and that as Coordinator of Inter-American Affairs during World War II he believed in and used the film. In fact, his viewpoint is in a recent quotation:

"The motion picture is not only an art; it is an industry that makes history from day to day. In its brief half century of existence the drama has advanced more than in the last twenty centuries. As a universal medium of expression, it has promoted better understanding among men and good will among nations."

Mizelle credits Rockefeller with supporting the Music Hall during its struggling years. He was president of Rockefeller Center. He encouraged the theatre to persist in lavish shows and best pictures. Later, as theatre director, Mizelle states, he came to know "point of sales" problems.

His use of film to propagandize the Americas brought him contact with company executives. In New York, company presidents and export managers cooperated with him. In Hollywood, he relied upon the non-profit

(*Continued on page 6*)

Starting Now

TopPromotion For '59 'Oscar' Telecast Set

Blumenstock Named to Head Six Months Program

A long-range plan to provide the maximum promotion for and public interest in the telecast of the 1958 Academy Awards presentations next March has been activated by the Motion Picture Association Advertising and Publicity Directors committee, it was disclosed yesterday.

Sid Blumenstock

A key phase of the plan was the unanimous approval of the appointment of Sid Blumenstock, well known industry advertising-publicity

(*Continued on page 2*)

18 New York Theatres Open 'Commandments'

Eighteen theatres in the Greater New York area yesterday opened Cecil B. DeMille's production of "The Ten Commandments," marking an additional group of special engagements of the picture in the area.

Previously, additional special engagements of the DeMille masterpiece were held in the Greater New York area beginning April 4, at eight theatres, where the picture played for as long as 11 weeks, and beginning July 16, at 17 theatres, where it played for as long as eight weeks.

Television Today Page 6

PERSONAL MENTION

SAMUEL ROSEN, executive vice-president of Stanley Warner, sailed yesterday on the "Queen Mary" for a month's trip to France, Tel Aviv, Vienna, Italy, Brussels, Amsterdam and London. MRS. ROSEN accompanies him.

•

MORRIS ROSENTHAL, retiring manager of Loew's Poli Theatre, New Haven, will be the guest of honor at a luncheon next Monday. He plans to move to Miami.

•

DOUG AMOS, of Lockwood & Gordon Enterprises, has returned to Boston from a trip to Wethersfield and Windsor, Conn.

•

G. RICHARD SCHINE, younger son J. MYER SCHINE, board chairman of Schine Enterprises, has been elected a director of the Patroon Broadcasting Co., a Schine affiliate operating station WTPR in Albany.

•

WESLEY TEEPLE of Schenectady has been named manager of Lamont's Riverview Drive-in at Rotterdam Junction, N. Y.

•

SHELDON S. SANDLER, son of DAVID SANDLER, president of Sandler Manufacturing Company, makers of in-car heaters and speakers, was married Sept. 28 to BARBARA JOAN HADLEY of Bloomington, Ill. The ceremony took place at Harvard University, where the groom is studying for a doctorate.

•

GEORGE WELTNER, Paramount vice-president in charge of world wide sales; EDWARD CHUMLEY, sales manager for "The Ten Commandments," and LEONARD KAUFMAN, Paramount attorney, left New York yesterday for Los Angeles to attend the exhibitor promotion meeting there today.

•

Producer LINDSLEY PARSONS will be here today en route to San Juan, P.R., where he will scout locations and make arrangements to shoot his next picture, "The Sea Beast."

Semenenko Sees Warner

CANNES, Oct. 1.—Serge Semenenko, vice-president of the First National Bank of Boston and a member of the Warner Bros. board of directors, visited Jack L. Warner at the hospital, where the Warner Bros. president is recuperating from injuries received in an automobile accident in August. Semenenko had just returned from a cruise of the Greek islands. He will go to Paris from here, sailing for New York on the "United States" Oct. 9.

1959 'Oscar' Promotion Set

(*Continued from page* 1)

executive, as coordinator of all of the MPAA promotional and publicity activities in connection with the plan, Charles Simonelli, chairman of the committee, announced.

Blumenstock will headquarter in the MPAA office in New York and will work closely with Taylor Mills, MPAA director of public relations, and Clarke H. Wales, secretary of the Studio Publicity Directors Committee on the Awards promotion.

Blumenstock will leave for the West Coast today, and with Roger Lewis and Jerry Pickman, co-chairmen of the Academy Awards telecast activities of the Advertising and Publicity Directors Committee, will meet tomorrow in Hollywood with George Stevens, president of the Academy, and members of the Academy Awards Committee.

In commenting on the appointment, Simonelli said:

"In order to insure the maximum potential audience for the motion picture industry's Academy Awards telecast it is essential that all branches of the industry—production, distribution and exhibition—and all mass media be utilized in directing the public's attention toward the industry's most important public relations activity of the year. To coordinate all phases of publicity and promotional activities the Advertising and Publicity Directors Committee deemed it essential that a man of recognized ability and experience in this field be appointed immediately. The Committee feels it is most fortunate to have Sid Blumenstock in this post.

"The Committee believes that the outstanding success of the Academy Awards telecast last year was due not only to an excellent production job and motion picture industry sponsorship, but also to the special promotional efforts that were directed toward building a record audience. By doubling our promotional and publicity efforts and enlisting the support of all branches of the industry, it is felt that the 1959 telecast can be the industry's greatest united public relations effort to date."

Blumenstock has been associated with the motion picture industry since 1928 and has been active in all phases of advertising, publicity and exploitation. He has been employed by Warner Bros. and Twentieth Century-Fox, and was assistant national director of advertising, publicity and exploitation at Paramount for more than seven years.

Attending the Advertising and Publicity Directors Committee meeting, in addition to chairman Simonelli of Universal, were: Paul Lazarus, Jr. and Robert Ferguson of Columbia; Si Seadler, Loew's; Jerry Pickman, Paramount; Rodney Rush, Twentieth Century-Fox; Roger Lewis, United Artists; Charles Cohen, Warner Bros.; and Taylor M. Mills, MPAA.

Selig to Preside

(*Continued from page* 1)

the convention committee announced yesterday.

The session will be one of the major forums of the convention, whose theme is "Operation Better Business." Mr. Selig has been particularly outspoken in recent months in his conviction that new interest and new techniques must be interjected into theatre advertising, exploitation and promotion to recapture the movie audience.

The meeting will consider as principal topics, "New Approaches to Theatre Promotions," "Fresh Start in Theatre Advertising," "Merchandise Advances," and "New Methods of Reaching the Vanishing Audience."

'Ones' Gives Victoria Top Gross in 5 Years

Stanley Kramer's "The Defiant Ones" has rolled up the biggest first week gross in five years at the Victoria Theatre here, with admissions totaling $43,528, it was announced yesterday by United Artists. The film begins its second week today at the Broadway showcase.

AFM Sues Musicians Guild on HHL Pact

From THE DAILY Bureau

HOLLYWOOD, Oct. 1. — The American Federation of Musicians, claiming traditional bargaining rights in the independent motion picture field, announced it will charge unfair labor practices in a suit against the Musicians Guild of America and Hecht-Hill-Lancaster for illegal execution of a labor contract. The newly formed Guild and the production company signed a collective bargaining agreement yesterday on the same terms as the Guild's three year contract with the major studios.

Detroit Tent 5 Sponsors Shows for Children

Special to THE DAILY

DETROIT, Oct. 1.—Variety Club Tent 5 will conduct an experiment Oct. 13 which may be repeated on a broader scale if successful. On that date from nine to 12 suburban theatres will run a children's show featuring two hours of cartoons and features starting at 1 P.M. for 25 cents. Proceeds from ticket sales and donated concession receipts go to the club.

Detroit Ads

(*Continued from page* 1)

learned, protested the announcement vigorously and suggested that instead of censorship of ad copy by the newspaper, they preferred either rejection of copy or art deemed objectionable, or its return to the theatre concerned for revision, with specific statements from the newspaper concerning what was deemed objectionable and why.

As far as is known, neither of the other local papers, the *Free Press* and *Times*, has expressed any similar intention, nor have they called exhibitors into consultation on the subject of their ad copy.

At the meeting with the *News*, the exhibitors also were told the paper is considering incorporating motion picture news and advertising with other entertainment features in a Sunday tabloid similar to one appearing in the *Denver Post* and some other newspapers around the country. This plan received the unqualified approval of the exhibitors at the meeting.

Detroit 'Art' House

(*Continued from page* 1)

accompaniments, or a player piano and recordings giving the same effect, will be used in the theatre. The films, of which he has quite a number lined up, are being made available by private collectors, for the most part, he revealed. The supposition in the trade is that the original copyrights have expired and were not renewed, thus putting the films in the public domain.

A curiosity is a controversial film called "The Bond," made by Charlie Chaplin to sell Liberty Bonds in 1918, shown two months before World War I ended, and which was never released thereafter.

In what LaMarre terms "The Great Film Series," will be Chaplin's "The Gold Rush," Buston Keaton's "One Run Elmer," Gloria Swanson's "Manhandled," John Barrymore's "Dr. Jekyll and Mr. Hyde," Lon Chaney's "Phantom of the Opera," Greta Garbo's "Streets of Sorrow," Nazimova's "Salome," and others. He also plans to bring back such films as "The Cabinet of Dr. Caligari," "Ecstasy," and creations of the past by Salvador Dali, Jean Cocteau, Dostoievsky and Einstein.

The Clawson has been remodeled, there is now a smoking section (unusual for Detroit theatres) and the concession features imported candies.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasury; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

Gala N. Y. Welcome For "The Big Country"

BACKED by United Artists' liveliest pre-selling drive, "The Big Country" had a brilliant charity premiere last night at the Astor Theatre on Broadway. Gregory Peck, star and co-producer with William Wyler, was guest of honor at the opening of the multi-million-dollar Technirama adventure spectacle. A battery of TV cameras and radio microphones recorded the colorful proceedings for an international audience. The event, which was held for the benefit of the National Jewish Hospital at Denver, raised a total of $15,000. "The Big Country" was directed by Wyler and stars Peck, Jean Simmons, Carroll Baker, Charlton Heston, Burl Ives and Charles Bickford.

Gregory Peck greets beauty winner Miss Alabama, who made a stylish arrival in a stage coach. UA's premiere showmanship employed authentic Western color and excitement.

Before the start of the premiere ceremonies, Roger H. Lewis, UA national director of advertising, publicity and exploitation, chats with Peck and Mrs. Peck in the Astor lobby.

UA executives with their wives are (left to right) Sidney Cooper, Central district manager; Al Fitter, Western division manager; William J. Heineman, distribution vice-president; and James R. Velde, general sales manager.

United Artists Theatres' Vice-President Edward A. Rowley (right), greeted by Astor manager John Cusack, was among the big turnout at yesterday's afternoon trade preview preceding the evening premiere.

UA Board Chairman Robert F. Benjamin (left) and Vice-President Max E. Youngstein welcome star-producer Gregory Peck, seen with Dorothy Malone and Jacques Bergerac.

An old family custom...

Cows milked, chickens fed . . .
How about going to the movies?

Then comes the vital question: "What's playing?" *If it's one of the better pictures, watch them line up at the box-office!*

Better technics help make good pictures better. That's why close co-operation with the Eastman Technical Service for Motion Picture Film pays off. Call upon it with questions of production, processing, distribution, and projection. Offices located strategically. Inquiries invited

Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N.Y.

East Coast Division
342 Madison Ave.
New York 17, N.Y.

Midwest Division
130 East Rondolph Drive
Chicogo 1, Ill.

West Coast Division
6706 Sonto Monica Blvd.
Hollywood 38, Calif.

Levine Sets West Coast Opening for 'Hercules'

From THE DAILY Bureau

HOLLYWOOD, Oct. 1. — Joseph Levine, of New England's Embassy Pictures, who recently acquired the Italian-made "Hercules" for distribution, established a launching date for the film on a visit here with Bert Pirosh, of Pacific Drive-In Theatres. Booked for two weeks commencing May 13, 1959, Levine said he would build this into the greatest saturation booking in this area with over 75 theatres on day-and-date opening; and that he is preparing to spend $750,000 on a national advertising campaign.

Levine, who flew back to Boston last night, will return here in four weeks to complete arrangements with National Screen Service for the production of TV trailers and a special trailer for exhibitors only. Staff of artists has been put to work on preparing color ads to be used on theatrical pages of newspapers, as well as other media.

Dismiss $700,000 Trust Suit Against Majors

An anti-trust suit in which treble damages of over $700,000 were sought was dismissed yesterday in New York Federal Court by Judge Edward Dimock. The suit, filed almost ten years ago by the Tivoli Operating Corp., charged discrimination in runs and clearances by five major companies against the Tivoli Theatre, Miami. The defendants were Paramount, RKO, Warner Bros., 20th Century-Fox, Columbia and several of their subsidiaries. Plaintiffs were Charles and Ethel Walder, trustees for the Tivoli Operating Corp.

'Rockettes' Colorama

A giant color transparency of the Radio City Music Hall Rockettes measuring 60 feet long and 18 feet high is being displayed in Grand Central Terminal for three weeks. It is the newest subject of Eastman Kodak Company's huge Colorama display. Photographed in brilliant red and white costumes against a starry blue sky-backdrop, the 36 dancers who come from all over the country, are depicted in perfect precision as they appear on the world's largest stage.

To Handle 'Night'

Sumner and Friedkin Associates has been appointed to assist in the advance publicity campaign for the American premiere in New York of the Rank Organization's "A Night to Remember," it has been announced by Kenneth N. Hargreaves, president of Rank Film Distributors of America.

Rockefeller

(*Continued from page* 1)

Motion Picture Society for the Americas. Its members were producers, guild heads, agents, all sorts of specialists.

Mizelle says to this war effort Rockefeller brought typical enthusiasm, iniative, energy, likeableness. He made friends.

He adds Rockefeller also arranged exchange visits by North and Latin American artists.

The result, generally, he asserts, was not merely Latin-American understanding, but in 20 countries bigger audiences for theatrical films.

Mizelle calls attention to the Rockefeller role in the Museum of Modern Art of which he is an officer. The museum has probably the world's greatest film library, it has saved for our future the historic, unique, and important films, and it shows them to the public here and circulates them to educational forums elsewhere. And thus advances the film as responsible, respectable communicator.

Rockefeller is a supporter of other arts—opera, ballet, music, concerts—Mr. Mizelle also reminds; a "practical man as well"; and a man "who has become expert in administering public affairs."

Mizelle says Rockefeller is determined to stop fleeing industries and attract new ones. And, he concludes:

"The entertainment industry has a tremendous stake in New York and 's one of the first to suffer when business in general recedes.

"It will be one of the first to prosper more, as Mr. Rockefeller's goal is achieved."

Pathe Appointments

(*Continued from page* 1)

Gems, and acquired Columbia's laboratory facilities and equipment.

Murray succeeds Kenneth M. Young, who resigned and retired because of ill health.

The newly-elected president joined Pathe in 1954 as vice-president in charge of west coast operations, and became executive vice-president two years ago. He is a director of the Laboratories. Prior to 1954 he was a research engineer with the Photo Products Department of duPont and, successively, research director, vice-president, president and director of Cinecolor Corporation, and its successor company, Color Corporation of America.

In his new post, Melamed will head sales and finance for the entire organization. He has been associated with Chesapeake-owned companies since 1941, with the exception of three years during World War II when he served as a U. S. Army warrant officer. Before joining Pathe as treasurer in 1952, he held similar posts with Eagle Lion Films and Eagle Lion Classics. He is also a Pathe director.

Gerald F. Rackett, former supervising executive of the Columbia laboratory, has been named by Pathe as vice-president in charge of west coast operations.

Television Today

New Buffalo Station Is Cleared by Court

Special to THE DAILY

BUFFALO, Oct. 1. — WKBW-TV, Inc., is free to go ahead with construction of a new television station because of a preliminary victory in the U.S. Court of Appeals. The court has denied the motion of Leon Wyszatychi's Greater Erie Broadcasting Co. (WWOL) to stay the Federal Communications Commission order of June 30 authorizing WKBW-TV to build a station on Channel 7.

However, WKBW-TV still faces a court test on the formal appeal by Greater Erie to upset the June 30 order. Fred Eden, Jr., Washington attorney for Wyszatychi, said the appeal will be prosecuted despite the above ruling. The stay order had been sought to halt construction until the appeal has been heard and a decision handed down.

No dates have as yet been set for the filing of briefs and the hearing of oral arguments on the appeal. WKBW-TV has indicated its plans to go on the air Dec. 1 without waiting for a decision on the appeal. WKBW-TV recently signed up as an affiliate of the ABC-TV network.

Horse Racing Telecasts Proposed in Baltimore

Special to THE DAILY

BALTIMORE, Oct. 1. — A plan for closed-circuit television viewing in theatres of horse racing will be included in a plan for an off-track system of push-button betting to be offered the Baltimore City Council. The set-up, with overtones of urban renewal, is being presented by the Automatic Remote Systems, Inc., of Baltimore.

Betting would be restricted to those theatres and bets would be placed in automatic machines. The firm argues that movie houses which have been closed could be reopened and that the system would create more business for the racing and theatre industries, also more taxes for the city and state. The theatres could be used in the evenings for normal showing of movies, thus permitting a double use.

The firm's method of placing bets, it is stated, meets requirements of the resolution adopted by the New York City Council favoring off-track betting.

Readies 'Lawgun'

Hal Hudson, producer of Dick Powell's Zane Grey Theatre and executive vice-president of Zane Grey Productions, is readying a second series to be produced in partnership with Four Star Films by Zane Grey Productions, owned by Hudson and the Zane Grey family. The series, titled "Lawgun," was created by Hudson and writer John McGreevey and will star Chris Alcaide.

Who's Where

John G. Garrison, for three and a half years Central Division manager for Official Films, Inc., has been named national syndication director of Guild Films, Inc., it was announced by **John J. Cole,** Guild president.

□

Howard W. Masehmeier, with the radio and television division of Triangle Publications Inc., Philadelphia, for the past five years, has been named assistant general manager of WNHC-TV, New Haven. **Edward D. Taddei,** station's general manager, continues in that capacity.

□

Perry Lafferty, producer of "Your Hit Parade," which makes its debut over the CBS Television Network on Friday, Oct. 10 has announced the appointment of **Robert Tamplin,** as associate producer; **Clay Warnick,** as choral director, and **Peter Gennaro,** as choreographer of the upcoming series.

□

Robert Bendick has been named producer of NBC-TV Network's "Today" show, it was announced by **William V. Sargent,** director of participating programs for NBC. Bendick will begin his assignment on Oct. 6, when format and other production changes go into effect on "Today."

□

Larry Harmon has appointed **Tom Baron** co-director and production supervisor for the "Bozo, the Clown" animated cartoon series being produced by Harmon for TV distribution by Jayark Films Corp., of New York.

Final Papers Signed for Acquisition of TPA

Final papers under which Independent Television Corp. acquires the assets of Television Programs of America, Inc., have been signed. The purchase price was $11,350,000.

At the same time it was announced jointly by Walter Kingsley, president of ITC-TPA, and Michael M. Sillerman, executive vice-president of TPA, that Sillerman had resigned from the new company, effective immediately. Sillerman's contract with ITC-TPA, as the company henceforth will be known, had over a year to run. However, both he and Kingsley stated the contract was terminated at Sillerman's own request, coincidental with the purchase.

CNP on 7 Channels

With the debut of "Flight," the new dramatic series on aviation, on Monday night over WPIX, California National Productions now has properties on all seven channels in the New York area. In total CNP has 14 series on the local air waves for an aggregate of 10 hours per week.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 84, NO. 67 NEW YORK, U.S.A., FRIDAY, OCTOBER 3, 1958 TEN CENTS

'Rationalization'

Rank Theatre Operations to Be Cut to 380

Davis Says Program May Take 3 Years to Effect

By WILLIAM PAY

LONDON, Oct. 2. — The "rationalization" plan of the J. Arthur Rank Organization, designed to meet changed industry conditions resulting from attendance declines and production curtailments, will reduce the Rank theatre operations to approximately 300 regular theatres and 80 others which will handle pictures on a specialized basis, such as the Todd-AO and other

John Davis

(*Continued on page* 4)

U.S.-Russia Decision Is Expected by Oct. 14

From THE DAILY Bureau

WASHINGTON, Oct. 1. — U. S. officials attempting to negotiate a Soviet-American film agreement in Moscow expect to have finished their

(*Continued on page* 4)

Kirsch Will Deliver Allied Meet Keynote

Special to THE DAILY

CHICAGO, Oct. 2. — Jack Kirsch, president of Allied Theatres of Illinois, host organization to the 1958 national Allied Convention, has been

(*Continued from page* 2)

Television Today

Page 5

TOA, Academy to Set Up Plan for Local Tours by Hollywood Craftsmen

A plan for Theatre Owners of America and the Academy of Motion Picture Arts and Sciences to coordinate exhibitor requests for personal appearances by Hollywood craft personalities will be outlined to the 11th annual convention of TOA, opening Tuesday, Oct. 21, at the Americana Hotel in Miami Beach. The year-round program, designed to encourage local appearances by Hollywood's top "behind the camera" men and women, will be outlined to the convention by Jerry Wald, pro-

(*Continued on page* 4)

Wanger Sees Change In Audience Tastes

By FLOYD STONE

It may be unpleasant—a picture about a woman delinquent, her grimy career, her alleged crime, and her execution in a gas chamber—but it belongs on the screen because the public these days is interested, Walter Wanger declares.

Producer of "I Want to Live," he held forth yesterday at United Artists, which about November 11 will re-

(*Continued on page* 5)

Roxy Here Books Two Columbia Pictures

Two of Columbia Pictures' top films, "The Last Hurrah" and "The 7th Voyage of Sinbad," have been booked into the Roxy Theatre here, it was announced yesterday by Columbia's general sales manager Rube Jackter and Robert Rothafel, executive director of the Roxy. "Hurrah" will be the second film to be featured at the theatre

(*Continued on page* 5)

Brandt Renamed ITOA Head for 26th Year

Harry Brandt was re-elected president of the Independent Theatre Owners Association for the 26th consecutive year at a luncheon meeting of the group at the Hotel Astor yesterday. Also re-elected were Max A. Cohen,

(*Continued on page* 6)

Large Turnout for Film Party for Rockefeller

Several hundred persons from the industry turned out yesterday to meet and extend good wishes to Nelson A. Rockefeller, Republican candidate for Governor of New York, at a cocktail party at the Metropolitan Club given

(*Continued on page* 6)

Radio Top Means of Film Promotion, Gordon Finds

A carefully planned and executed experiment has proven that radio, properly used, can help box office business immeasurably and at the lowest cost, in terms of results, of any medium presently in use. That is the contention of Julius Gordon, president of the Jefferson Amusement Co., Beaumont, Tex., in an article appearing in this week's issue of *Motion Picture Herald*.

Julius Gordon

Gordon reports that his circuit first decided to experiment with radio advertising on a large scale because of the apparent resurgence of popularity of that medium, because prime motion picture audience potential including teenagers and the "captive" audience in automobiles driving to work are reached, and finally because of outstanding success achieved with the medium by Gordon McLendon, who owns both theatres and a radio station in Dallas.

The first thing his circuit executives found, Gordon says in the *Herald* article, was that no "radio material sent out by a producer or distributor . . . is worth the money it costs to

(*Continued on page* 5)

Effective at Once

NLRB Control Over Theatres Is Broadened

Is Extended to Houses Grossing Over $500,000

From THE DAILY Bureau

WASHINGTON, Oct. 2. — The National Labor Relations Board today broadened its jurisdiction to cover labor disputes in many theatres previously excluded from NLRB coverage. The new standards, the same for theatres as those tentatively proposed by the board late in July, take effect immediately. They apply both to cases pending before the agency now and to cases filed in the future.

Under the new standards, theatres

(*Continued on page* 6)

High Exhibitor Praise For Para. Coast Meet

By SAMUEL D. BERNS

LOS ANGELES, Oct. 2. — A spirit of confidence ran high here today as George Weltner, Paramount's vice-president in charge of world sales, brought the company's horizon of "faith in the future" closer to more than 125 western circuit executives, independent exhibitors, studio offi-

(*Continued on page* 6)

HERALD Booklet Opens WB Campaign on 'Dark'

A unique special insert in this week's Motion Picture Herald, out today, begins Warner Bros. eampaign for "Home Before Dark." It is a 24 page 6 by 9 ineh booklet bound opposite a full page ad for the picture, detailing the campaign and reporting on the speeial exhibitor forum held to develop advertising ideas.

Contents include a letter from Mervyn LeRoy, director, a story on the location shooting, stills from the production and sample ad mats available to exhibitors, as well as a summary of the suggestions evolved at the exhibitor forum.

PERSONAL MENTION

SIR FRANK LEE, permanent secretary to the British Board of Trade, will sail from here for England on the Britannic today after having engaged in the film remittance agreement talks with industry representatives in Washington earlier this week.

•

JOSEPH WOHL, president of International Film Distributors, will leave here for Hollywood on Sunday.

•

GREGORY PECK will arrive in Montreal today for the first Canadian opening of "The Big Country" at the Capitol Theatre there.

•

THOMAS E. RODGERS, vice-president of Trans-Lux Theatres, will leave here today aboard the S.S. Constitution for a cruise to Lisbon, Tangier, Palermo, Naples, Genoa and Cannes.

•

EUGENE GOODMAN has arrived in Atlanta from Dallas to take over his new duties as branch manager for United Artists in the Georgia city.

•

JOHN STURGES arrived here from Hollywood with his wife for the world premiere Tuesday at the Criterion Theatre of "The Old Man and the Sea," which he directed.

•

JOSEPH FRIEDMAN, national exploitation manager for Paramount Pictures, is in Hollywood from New York to plan advance exploitation for "The Buccaneer" with the company's Western field exploitation representatives. Friedman is scheduled to return here Monday.

•

BARNEY BALABAN, president of Paramount Pictures, will be among the passengers tomorrow on board the Olympia, Admiral Dewey's flagship at the Battle of Manila Bay when it is towed in ceremony from the Keystone Drydock and Ship Repair Co. at Philadelphia to a pier on the Delaware River at Market Street for permanent exhibition as that city's newest historical shrine.

3 Dates for 'Man'

"The Old Man and the Sea" will have regional premieres in San Francisco, Boston and Houston following the benefit world premiere of the WarnerColor film Tuesday evening at the Criterion Theatre here, Warner Bros. announced yesterday. It will have West Coast and New England openings on Oct. 23 at the Coronet Theatre in San Francisco and the Astor Theatre in Boston. A Southwest premiere will be held on Nov. 7 at the River Oaks Theatre in Houston.

Admission Taxes Are Repealed in 6 Cities

COMPO reported yesterday that its continuing survey of state and local amusement taxes has revealed that six local governments have repealed local admission taxes this year, two have suspended such taxes for the balance of the year and are not expected to re-impose them, and three others have reduced their local admission tax rates.

Rock Island, Ill., repealed its 2 per cent tax on April 1. School districts in Sadsbury Township, Mahanoy City, and Mt. Carmel, all in Pennsylvania, repealed the 5 per cent tax in those districts for the 1958-59 school year. Mt. Carmel Borough, which also imposes a 5 per cent tax, is expected to repeal this tax at the October meeting of the borough council. Hanover Township, Pa., repealed a local admission tax of 8 per cent.

Repeal in Mobile

Mobile, Ala., repealed a 3 per cent amusement tax, effective Sept. 30, and substituted a city-wide sales tax of 1 per cent which is applicable to motion picture theatre receipts.

Duncan R. Kennedy of the Publix Great States Theatres advised COMPO that Alton, Ill., and Wood River, Ill., had suspended their 4 per cent local admission taxes for the balance of the year. "It is expected," Kennedy said, "that next year we will have a firm city license."

Stockton, Calif., which formerly imposed a tax of 2c per ticket on all admissions, voted to cut the tax to 1c on admissions of 50c or less, effective June 26, 1958. The Upper Darby, Pa., School District reduced the local tax from 5 per cent to 2½ per cent, and Pikesville, Tenn., 2 per cent to 1 per cent.

'Barbarian' Opens Here As City College Benefit

More than 3,000 of City College's alumni joined a host of entertainment world celebrities last night for the gala charity world premiere of 20th Century-Fox's "The Barbarian and the Geisha," at the Paramount Theatre here. Proceeds from the lavish affair were turned over to the City College Fund. The picture tells the story of Townsend Harris, founder of CCNY, and the first United States consul general to Japan.

For the debut performance the Paramount was gaily decorated in Oriental motif with its marble lobby filled with colorful Japanese lanterns, windchimes and woodblock prints, loaned to the theatre by leading art dealers and collectors from the metropolitan area.

The affair was highlighted by a personal appearance of Japanese beauty Eiko Ando, starred in the production.

Kirsch Chosen

(*Continued from page 1*)

chosen by the convention advisory committee of Allied to deliver the keynote address at the convention's opening session on Monday afternoon, Oct. 13, it was announced today.

Kirsch has played a prominent role in Allied national affairs for more than two decades, having served as president of the national group in 1946 and 1947. In setting the tone of the forthcoming gathering, Kirsch, who is also general convention chairman, has characterized it as a "convention for action."

Decca Stock Active on Repudiated 'U' Rumors

Decca Records stock, in the limelight on the Big Board as a result of a variety of seemingly unfounded financial district rumors concerning Universal Pictures, now more than 80 per cent Decca-owned, hit a new high for 1958 in heavy trading on the New York Stock Exchange yesterday.

With over 100,000 shares having changed hands in the past two weeks, the issue has registered an advance of more than two points, passing 18 yesterday.

After reaching a high of 18⅛, profit taking apparently set in, with the closing at the previous high for the year, 17¾.

All of the heavy buying is being done through brokers. Consequently, identity of the purchasers is closely held and no confirmation could be obtained of the various reports in circulation.

Milton Rackmil, president of Decca and Universal, has denied all of the rumors concerning the latter company now circulating in the financial district.

N. T. Dividend Set

LOS ANGELES, Oct. 2. — The board of directors of National Theatres, Inc. today declared a quarterly divided of 12½ cents per share on the outstanding common stock, payable Oct. 30, 1958, to stockholders of record on Oct. 16, 1958.

Stellings Here Today

Ernest G. Stellings, president of Theatre Owners of America, arrives here today from his home in Charlotte, N. C., for informal private meetings with distribution company heads and theatre circuit officials. He plans to return to Charlotte on Tuesday

Reeves Host Today

Hazard E. Reeves, president and founder of Reeves Sound Studios here, will be host to over 1,500 guests today at a cocktail party celebrating the 25th anniversary of his company.

Hit TV's 'First Run' Ad on Para. Films

Special to THE DAILY

SEATTLE, Oct. 2. — Station KIRO-TV here used a full page ad in color in the Seattle Times this week to announce the start of its televising of Paramount's pre-1948 releases at the rate of 12 shows weekly.

The ad aroused some exhibitor resentment here because it prominently labeled the films as "All First Run," and used the Paramount name in its traditional type style to proclaim a list of about 60 boxed titles, interspersed with stills, as "Paramount's Greatest Movies—Starting Tomorrow."

Exhibitors indicated they planned a formal protest of the "First Run" appellation to both the CBS-affiliated station and the newspaper.

A Paramount home office spokesman, told of the Seattle newspaper advertisement, said that the company undoubtedly would look into the matter.

"There are express restrictions against the use of Paramount Pictures' trade mark and other trade identification in the advertising of the company's backlog films by television stations exhibiting them," he said. "Naturally, we will be interested in learning whether there has been a violation of the restrictions in this or any other case."

Opera Weekdays, Films Weekend in K.C. House

Special to THE DAILY

KANSAS CITY, Oct. 2. — The Rockhill Theatre, a Kansas City art house, will present film programs only on weekends during October, with performances scheduled for Friday, Saturday and Sunday evenings. A 5 P.M. Sunday matinee show also will be given.

The Kansas City Lyric Theatre, a recently organized group, will take over the theatre on Monday, Tuesday, Wednesday and Thursday nights for the presentation of various operas.

Somewhat in the nature of an experiment, the Rockhill management hopes that the plan will build good will for the theatre, and will lead to a greater film attendance, on the part of opera lovers.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
"CAT ON A HOT TIN ROOF"
ELIZABETH TAYLOR • PAUL NEWMAN • BURL IVES
JACK CARSON • JUDITH ANDERSON
FROM M-G-M IN METROCOLOR
and GALA NEW STAGE SPECTACLE

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasury; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

NEXT ATTRACTION

RADIO CITY MUSIC HALL

ALSO STARRING
DAN O'HERLIHY · RHONDA FLEMING · EFREM ZIMBALIST, JR. · MERVYN LeROY

A PRODUCTION

Screenplay by EILEEN and ROBERT BASSING

Directed by MERVYN LeROY

(ONE OF THE ADS FROM THE PRESS BOOK CAMPAIGN)

SEE IT AT WARNER'S TRADE SHOWS OCT. 8

ALBANY
20th Century-Fox Screening Room
1052 Bway • 2:00 P.M.

ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. • 2:00 P.M.

BOSTON
20th Century-Fox Screening Room
115 Bway • 2:00 P.M.

BUFFALO
Motion Picture Oper. Hall
498 Pearl St. • 8:00 P.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 2:00 P.M.

CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.

CINCINNATI
20th Century-Fox Screening Room
1638 Central Parkway • 8:00 P.M.

CLEVELAND
20th Century-Fox Screening Room
2219 Payne Ave. • 2:00 P.M.

DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 2:00 P.M.

DENVER
Paramount Screening Room
2100 Stout St. • 2:00 P.M.

DES MOINES
20th Century-Fox Screening Room
1300 High St. • 12:45 P.M.

DETROIT
Film Exchange Screening Room
2310 Cass Ave. • 2:00 P.M.

INDIANAPOLIS
Poromount Screening Room
116 W. Michigon St. • 2:00 P.M.

JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. • 2:00 P.M.

KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 1:30 P.M.

LOS ANGELES
Fox Westcoost Screening Room
1837 S. Vermont Ave. • 2:00 P.M.

MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. • 3:00 P.M.

MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 7:30 P.M.

MINNEAPOLIS
Warner Screening Room
1000 Currie Ave. • 2:00 P.M.

NEW HAVEN
Stanley Warner Screening Room
70 College St. • 1:30 P.M.

NEW ORLEANS
Poromount Gulf Sc. Rm.
1309 Cleveland Ave. • 2:00 P.M.

NEW YORK
Home Office Sc. Rm.
666 Fifth Ave. • 2:15 P.M.

OKLAHOMA CITY
20th Century-Fox Screening Room
10 North Lee Ave. • 1:30 P.M.

OMAHA
20th Century-Fox Screening Room
1502 Davenport St. • 10:00 A.M.

PHILADELPHIA
Warner Screening Room
230 No. 13th St. • 2:00 P.M.

PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of the Allies • 1:30 P.M.

PORTLAND
Star Screening Room
925 N.W. 19th Ave. • 1:30 P.M.

SALT LAKE CITY
20th Century-Fox Screening Room
216 East 1st South • 1:30 P.M.

SAN FRANCISCO
Crown Vending Co. Screening Room
221 Golden Gate Ave. • 1:30 P.M.

SEATTLE
Jewel Box Preview Theatre
2318 Second Ave. • 2:00 P.M.

ST. LOUIS
Art Theatre Screening Room
3330 Olive St. • 1:00 P.M.

WASHINGTON
20th Century-Fox Screening Room
415 Third St. N.W. • 10:30 A.M.

PEOPLE

Joe Hahn, formerly with the Phil Isley circuit in Dallas and more recently engaged in the hotel business, has been named manager of the Roosevelt Hotel in Waco, Tex.

□

Dianne Schmertz, daughter of Ray **Schmertz**, 20th Century-Fox branch manager in Cleveland, has entered Ohio University as a freshman.

□

William Ramsey, who has been operating a silent film theatre in Central City, Colo., during the summer festival there, has been named manager of the Vogue Theatre. He succeeds **Dick Paeker**, who has moved to Champaign, Ill., to open a new art theatre for the Sher-Shulman circuit.

□

Ted R. Gamble, president of KOIN-TV, Portland, Ore., and former chairman of the board of Columbia River Packers Association, has announced that he and his associates, Castle & Cooks, are now the majority stockholders of the national fish concern, having purchased it from Transamerica of San Francisco. Also in the new group is **C. Howard Lane**, vice-president and general manager of KOIN-TV.

TOA, Academy

(*Continued from page* 1)

ducer of the Academy Award night telecasts, and Henry G. Plitt of Paramount Gulf Theatres of New Orleans, TOA vice-president and head of the Academy's exhibitor committee.

According to Wald and Plitt, this will be the first time actual mechanics will be established by the Academy to screen and fill requests from exhibitors to have such technical people as producers, writers, directors, cameramen, and other craftsmen, appear at local events.

They said the program in essence will see the exhibitor committee functioning as a screening board on all theatre requests to assure that the Hollywood personalities will be properly utilized for good community relations as well as to help sell tickets for specific events or pictures. Meritful requests will then be turned over to the Academy to fill the date with a qualified personality and arrange his itinerary.

The program, result of many years of conferences and planning by Academy officials and members of Plitt's committee, will be fully explained at the convention, on Friday, Oct. 24, at a convention session to be devoted to ticket selling, in line with the convention's "Operation Better Business" theme. Wald will also speak to the convention on Hollywood's development of new screen personalities, and the desirability of joint Hollywood-exhibition cooperation to increase boxoffice grosses.

Rank Operations to Be Cut

(*Continued from page* 1)

processes, and for extended runs.

The Rank circuits now have a total of 516 theatres. They numbered 529 last year and 575 in 1956.

John Davis, Rank's managing director, told a press conference here today that the contemplated changes may take three years to effect. He said the program also involves the ultimate disposal of another 80 Rank theatres at other points.

Davis referred to the Rank groups' plans as a "constructive reorientation of its exhibition activities, adopted against a background of declining attendances and changing public tastes."

There are, he said, too many points of exhibition for the limited patronage of today. Accordingly, the plan will give the public greater opportunity to see the films they want under the best possible conditions.

Notes Demand for Quality

"Many good films," he said, "no longer earn a profit. The public demands superior pictures. Decreased production makes it impossible to maintain the present pattern of four release outlets in Britain, with the necessity of finding 208 pictures annually for them.

"Consequently, we are creating the Rank Releasing Circuit of approximately 300 theatres. The Odeon Circuit, in addition, will maintain approximately 80 theatres for handling films on a specialized basis and to materially strengthen the Fox Booking release.

"As a result, the industry will be left with three main outlets which will enable it to give better programs to the public and greater returns to the producer."

Odeon now has 98 theatres, of which 88 are in operation.

The present four booking circuits are Associated British Cinemas (ABC), Gaumont Theatres, Odeon and the Fox Booking Circuit.

Davis said the Board of Trade has approved the scheme. The Fox interests and the Gaumont British board have endorsed the plan.

Rank's £4,000,000 ($11,200,000) investment in production was maintained for 1958, with fewer and bigger films being made. Rank, in addition, is entering television production with four film series.

Questioned by Exhibitors

He said when he first advocated an industry rationalization scheme to meet existing conditions it was met with favorable comment by producers and distributors, but exhibitors demurred. They hold he is either unduly pessimistic, Davis said, or they believe that the normal laws of supply and demand eventually will operate.

Therefore, Davis said, Rank is putting his own house in order.

He emphasized that he is prepared to sit down and work out the best possible solution of the problem likely to result with the few independent exhibitors who may be badly affected by the plan.

Concluding on a bright note, Davis said he believes attendance is showing a slower decline and while it remains at 15 millions weekly the industry will continue to be a strong entity in the entertainment world.

U.S.-Russia

(*Continued from page* 1)

talks, one way or the other, by the middle of the month.

This is the word reaching Motion Picture Association headquarters here. The U. S. delegation consists of MPA president Eric Johnston, vice-president Kenneth Clark and U. S. Information Agency chief Turner Shelton.

They are currently on a ten-day tour of Samarkand, having left Moscow on Monday. They hope to finish their negotiations by about the 14th of the month, by which time they figure they will know whether they are going to have an agreement or not. They will then leave for Warsaw, on their way back to the U. S.

'Tosca' Benefit Slated

The premiere of S. Hurok's presentation of "Tosca" at the Trans-Lux Normandie Theatre here on Oct. 23 will be a benefit for the Boys' Town of Italy, it was announced by Salvatoro Casolaro, president of Casolaro-Giglio Film Co., distributors of the film in the U. S. and Canada. Mrs. George P. Skouras is international chairman of the Boys' Town organization.

AB-PT Meet to Honor Sioux Falls Showman

A tribute to a showman and his showmanship will be paid by Central-Western theatre partners of American Broadcasting - Paramount Theatres when they gather in Sioux Falls, S. D., next Tuesday and Wednesday for their annual meeting to be conducted by Edward L. Hyman, AB-PT vice-president.

By his individual showmanship efforts, circuit executives credit Cliff Knowles, Sioux Falls manager, with successfully rehabilitating and assuring the continued operation of that AB-PT situation after it had come to be regarded as a marginal operation with a dubious outlook.

Sioux Falls was chosen as the site of the AB-PT meeting both as a tribute to Knowles' achievement and to afford other AB-PT men the opportunity to examine his work on the spot, Hyman said.

Gov. Foss of South Dakota will introduce Hyman at an open meeting on Tuesday, which will deal largely with orderly distribution developments and which will be followed the next day by a closed meeting for AB-PT Central-Western associates.

'Country' Campaign Directed at Students

United Artists is directing a promotion campaign for "The Big Country" at the nation's students. Principal peg of the eampaign for the William Wyler-Gregory Peck production will be the employment of livewire junior press agents—high school and college students—who will work on specific exploitation and publicity projects aimed specifically at their own age groups.

The teen-age PA's will operate under the supervision of the UA field men and along the lines indicated in a special junior press agent's kit which also contains "The Big Country" records, color slides and a pocket viewer, showing dramatic scenes from the UA release. Other materials will be furnished to them by the field men.

The campaign, which goes into operation for the October-November regional key city openings of the production, suggests story and still planting the school papers and visits to disc jockeys. Also recommended are street and other exploitation stunts which are aimed at breaking the regular press, radio and television, as well as arousing student interest.

STATEMENT REQUIRED BY THE ACT OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, AND JULY 2, 1946

(Title 39, United States Code, Section 233) SHOWING THE OWNERSHIP, MANAGEMENT AND CIRCULATION

Of MOTION PICTURE DAILY, published daily (except Saturdays, Sundays and Holidays), at New York, N. Y., for October 1, 1958.

1. The names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, Martin Quigley, 1270 Sixth Avenue, New York City; Editor, Sherwin Kane, 1270 Sixth Avenue, New York City; Managing editor, James D. Ivers, 1270 Sixth Avenue, New York City; Business manager, Theo. J. Sullivan, 1270 Sixth Avenue, New York City.

2. The owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as that of each individual member must be given.) Quigley Publishing Company, Inc., 1270 Sixth Avenue. New York City; Martin J. Quigley, 1270 Sixth Avenue, New York City; Gertrude S. Quigley, 1270 Sixth Avenue, New York City; Martin Quigley, Jr., 1270 Sixth Avenue, New York City.

3. The known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear on the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

5. The average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above was: (This information is required from daily, weekly, semiweekly, and triweekly newspapers only.) 5,314.

THEO. J. SULLIVAN
(Signature of business manager)

Sworn to and subscribed before me this 30th day of September, 1958.

(SEAL) A. RAYMOND GALLO
(My commission expires March 30, 1959)

Vanger Sees

(*Continued from page* 1)

ıse what he avows is an "off-beat" ɛture.

"Today, the public certainly is ɔre interested in what is going on," said. "From the books people buy don't know why the industry should ɔk for pleasant subjects.

"Also, this picture is a vital, potent posure. It represents you and everyıe else supporting a medieval eusm, execution," he told trade writers. And this at a time we are trying to ıpress the rest of the world.

"It isn't a crusade, but it is an fective picture showing this kind of ing. It is a subject as dramatic as ıything that can be found and it is ıe which has the interest of a lot legal minds."

Based on Actual Case

The story is a picturization of Cali-ɔrnia's "Barbara Graham case." A elinquent and then a "B-Girl," she as tried in 1953 for beating a woman death, and in 1955 in San Quentin ıe was gassed. Her case was acɔmpanied by furor, contention, ɔubt, and much publicity. Susan ayward plays the role.

Wanger yesterday cited "Defiant nes" and "Cat on a Hot Tin Roof" s other departure pictures, symptoıatic of changed mores.

"We also have a completely new ublic in the sense that their standrds have improved enormously. Look t the "Saturday Evening Post," and ther popular magazines. The layuts in them a generation ago would ave been unthinkable. Everybody ıese days in camera-wise. Everybody as hi-fi, or knows about it."

'Different Hollywood Approach'

Wanger added, to realize this means different Hollywood approach. The sooner we can eonvince the ankers we can make pictures without using crutches, the better for the usiness it will be. The only insurance ve can have is imagination and alent."

He cautioned, too, that along with hanged taste has come production arelessness, in films and in television oo. "In the old days," he commented, we used to take much more care. Things like hairdressing, retakes, fine ets, all the little touches. In the old radition, Thalberg for instance would ull you out of a hospital to make a cene over."

Optimistic Regarding Future

He declared in his own picture he leveloped an *esprit de corps* he laims still is in the industry, and he said: "notwithstanding polls, statistics, nd other unsatisfying investigations, I think the industry has not only a errific past but a terrific future."

He probably will help sell his picture, and so may the stars, and probably also John Mandell, the jazz score writer, beeause, he said, it is "that kind" of a pieture. Roger Lewis, United Artists' promotion manager, commented everyone involved "has showed a tremendous dedieation."

Hollywood Delegation Set for M. C. Festival

From THE DAILY Bureau

HOLLYWOOD, Oct. 2.—Full scale Hollywood participation in the World Review of Cinematographic Festivals in Mexico City was assured with the announcement here that a delegation of top Hollywood stars, producers, directors and writers is being lined up to attend the event whieh opens on Oct. 10 and runs through Oet. 27.

Earlier the Motion Picture Export Association announced that seven Ameriean motion pictures would be entered in the Festival. These films, in order of screening, are: "Wild Is the Wind," Paramount, Oet. 12; "The Goddess," Columbia, 16; "The Defiant Ones," Stanley Kramer production for United Artists, 18; "Touch of Evil," Universal - International, 19; "The Long, Hot Summer," 20th Century-Fox, 25; and "The Black Orchid," Paramount, 26.

The international event is unique in that regulations require entries must have been among the top three winners at some other major Festival. Films from Czechoslovakia, England, France, Italy, Japan, Russia and Sweden will also be shown.

The festival, sponsored by the Mexican government, will be held in the new National Auditorium, which has a seating eapacity of 12,000.

Legion Gives 'Man,' 'Queen' B Ratings

Two pictures were placed in Class B, morally objectionable in part for all, by the Legion of Decency, which reviewed seven pietures this week.

In the B category are "Man of the West" and "Queen of Outer Space." Objeetion to the first was explained thusly, "the highly moral nature of this story is substantially marred by excessive brutality and unnecessary suggestiveness." Of "Queen," the group said it contains "suggestive costuming."

In Class A, Section 1, morally unobjectionable for general patronage, is the Indian film, "Pather Panchali." In Class A, Section II, morally unobjectionable for adults and adolescents, are "Joy Ride," "Legion of the Doomed," "Tarawa Beaehhead," and the French film, "Premier May."

Roxy Books Two

(*Continued from page* 1)

under its recently re-established film-and-stage show policy.

Meanwhile Warner Bros.' "Damn Yankees," present tenant at the theatre, finished its first week under the new Roxy policy last night with a gross of $91,000.

Disney Bonds Placed

Walt Disney Productions announced here it has placed with the Prudential Insurance Co. of America $5,000,000 of 5½ per cent sinking fund notes due Sept. 15, 1973. Kidder, Peabody & Co., Inc., acted as agent in placing the loan.

Television Today

Radio Praised

(*Continued from page* 1)

put it on a loeal broadeast station."

He tempers this by adding that even his own advertising staff was not equal to creating the kind of copy needed to use the radio medium at its best.

"I think the reason for this," he says, "is that not only our advertising manager but all of our loeal managers have been so used to the stereotyped newspaper advertising or the mere spot notice on radio, that they have not had the time or the inclination to develop techniques which would be of value."

In the end, Gordon reports, it was decided to ask the local radio station for help. The proposed picture—a B first run—was screened for the staff and they developed a campaign. This resulted in business ten to 15 per cent above normal expeetations on the picture which "justified the expense but was nothing sensational."

'Spots' Deseribed

For the next trial Gordon bought the tapes used so successfully by McLendon in Dallas and used it for a first run in a Beaumont suburban house. The tape used consisted of spots the shortest of which was a minute and a half and the longest two minutes and 20 seconds. These, in contrast with the usual minute or 20 second spots are what does the trick, according to Gordon. Results of the campaign were "tremendous."

Emphasizing that the technique needs further exploration and research, Gordon declares: "The things we do not know as yet are: how to make the proper spots through our own organizations, or through the local radio stations; whether this technique (longer spots using vivid description of the action) would bring the same results on a big first run picture which plays in a downtown theatre; and whether it can be used on a picture which is not a dramatic action type.

"If I could have any wish about the picture business today," the circuit head concludes, "it would be that distributors and exhibitors quit blaming each other for the lack of advertising, and that the great brains of the publicity departments actually study this technique . . . so that by experimentation . . . we can find a new way to get greater results out of an old medium. . . ."

Cummings Promoted in ABC Western Division

Sandy Cummings, manager of the TV Network Program Department, ABC-TV Western Division, has been promoted to director of the department in a realignment of assignments announced by Thomas W. Moore, vice-president in eharge of programming and talent for the ABC-TV Network. Under the new realignment, Robert Adams, executive producer, will report to Cummings. Previously he reported to Moore in New York.

Cummings joined ABC-TV's Western Division in June, 1954, as ABC-Disney coordinator, working on the "Disneyland" and "Mickey Mouse Club" programs.

Mennen Co. to Sponsor 'Pursuit' on CBS-TV

The Mennen Company—in what is described as one of the biggest purchases of network television time in recent months—has signed as sponsor of the CBS Television Network's new full-hour drama series, "Pursuit," it was announced by William H. Hylan, CBS Television vice-president of sales administration.

Mennen—in behalf of its men's and baby toiletries—will be a full-hour sponsor of the program on alternate weeks, effective with the premiere broadeast on Wednesday, Oct. 22. The show will be presented live and on tape from Hollywood at 8:00-9:00 P.M., EDT. Agency for the sponsor is Grey Advertising Inc., New York.

"Pursuit" will present dramatizations drawn from every area of human experience to illustrate the "continuing pursuit of man by his fellow man." Top dramatic stars will be seen in each production. Already signed for guest appearances are Linda Darnell, Sal Mineo, Carol Lynley, Stuart Erwin, Macdonald Carey and others. Charles W. Russell will produce the first four shows and Eva Wolas the next four after whieh they will alternate in groups of four thereafter with a guest producer assigned on occasion.

Personnel for New CBS Staff Appointed

The new WCBS-TV sales staff, which will represent the station exclusively in New York on a local, regional and national basis, will be made up of Robert G. Baal, Alfred Di Giovanni, Robert A. Innes, Tom Judge, Edward R. Kenefick, John McCrory, James Osborn and Stan Schloeder, it was announced yesterday by Norman Walt, sales manager for WCBS-TV.

At the same time, Walt announced the appointments of Walter Stein to the post of research and sales promotion director; William A. Morris to the job of sales promotion manager, and Marion Hampden to commercial traffic manager.

Prior to these appointments, WCBS-TV had its own sales manager, but used the staff and facilities of CBS Television Spot Sales to represent it both in New York and other markets throughout the country. Under the new setup, CBS Television Spot Sales will represent the station outside of New York only.

REVIEW:

Hong Kong Confidential

United Artists

HOLLYWOOD, Oct. 2

Cloak-and-dagger action keeps this story of a fight for a missile base in the Middle East moving at a satisfactory pace, to take its place among the better-than-average program films. Gene Barry portrays a likeable key intelligence officer in the Far East, posing as a night club singer. His ability in this department is strengthened by the appearance of Beverly Tyler in the co-starring spot as his pretty blonde piano accompanist.

Orville H. Hampton's screenplay finds impetus under Edward L. Cahn's direction, as King Calder, head of U. S. Intelligence, alerts his men to the need for finding the kidnaped son of King Ali Ben Faid of Thamen, if the U. S. is to complete successful negotiations for establishment of a missile base in that Kingdom. Faid, threatened by the loss of his son if he did not make a deal with Russia, gives the U. S. two weeks to find his son or lose the base.

Barry's assistance is enlisted, following which he becomes involved with Allison Hayes, another beauty in the co-starring spot, who is tied in with a Russian espionage group, masterminded by Noel Drayton. The action moves from Hong Kong to Macao, where Barry and Calder are able to retrieve the kidnaped boy in the nick of time; and Barry renews his romantics with Miss Tyler, after disposing of her former suitor, Ed Kemmer, who turns out to be an enemy agent.

Robert E. Kent produced the film. Running time, 67 minutes. General classification. Release, in October.

SAMUEL D. BERNS

Brandt Renamed

(*Continued from page* 1)

first vice-president and board chairman; William Namenson second vice-president; Julius Sanders, third vice-president; Norman Leff, fourth vice-president; Leon Rosenblatt, treasurer; Edith Marshall, secretary; and John C. Bolte, Jr., sergeant-at-arms.

The following were elected to serve on the board of directors: Samuel Einhorn, Sam Freedman, Bob Goldblatt, Al Greene, Jack Hattem, Jack Heyman, Ben Knobel, Larry Kurtis, Murray LeBoss, Martin Levine, Al Margolies, Stewart Marshall, Mel Miller, Ray Rhone, Jack Rochelle, Tom Rodgers and Murray Schoen. Named associate board members were Mrs. Moe Goldman, Sidney Gottlieb, Irving Renner, Howard Lesser and Robert Seltzer.

New members welcomed by the Association are Embassy Theatre, Dobbs Ferry, operated by Eric Morisseau and Peter Montera; Polk Theatre, Jackson Heights, operated by Bernard Scherer and David M. Weinberg; Rosedale Theatre, Bronx, operated by Seymour Selig and Seymour Melvin; Metropolitan Theatre, Manhattan, operated by Dave Sanders, and Avenue B Theatre, Manhattan, operated by Sidney Dreier.

The membership ratified the action of its representatives on the Special COMPO administrative and legal committees and formally expressed its appreciation to the COMPO governing committee and its special counsel, Robert Coyne, and public relations director, Charles McCarthy, for "a job well done" in the recently concluded tax campaign.

A full exposition of the Golden Age Movie Plan, in which the ITOA is participating, was given by Martin Levine, chairman of the organization's participation in the club.

Para. Meeting

(*Continued from page* 1)

cials and press who convened for the luncheon meeting today in the Ambassador Hotel. At the conclusion of this, the third in a worldwide series of marketing and merchandising conferences, in which rumors of liquidation were scotched, and Weltner turned the crystal ball for 1959 into a demonstration, via film slides, of the company's fulfillment of its pledge to deliver top quality pictures with outstanding names in the industry, William Foreman, head of Pacific Drive-in Theatres Corp., expressed his thanks from the floor in behalf of all exhibitors saying that what he heard "was the most reassuring good news he has heard in a long time."

Lundgren Enthusiastic

M. A. Lundgren, National Theatre's chief film buyer, commented: "We are very impressed with the line up of big attractions announced. It will certainly help to generate enthusiasm and optimism for the entire film industry."

Others who commented for our readers were Pat Notaro, Stanley-Warner Theatres West Coast zone manager, who said "the meeting was most inspiring from the standpoint of the kind of product we can look for, and filled me with greater enthusiasm regarding the future of our business."

Sid Lehman, head of Exhibitors Service, buying and booking organization, said the short but impressive meeting was a radical departure from the rabble-rousing kind.

Jay Sutton, operator of the Hawaii Theatre said, "I feel that all of the producing - distributing companies should follow the pattern of 'reaffirmation' established by this meeting, and, in addition, pledge they will not sell off their post 1948 films to television to compete with such a lineup of films."

Meyer Schine Attends

Meyer Schine, head of chain bearing his name, and owner of the hotel in which today's meeting was held, said, "After hearing Mr. Weltner's speech, I would hate to sell off any of my theatres."

Fred Stein, an independent operator, who acquired 13 theatres since leaving United Artists Theatres as its West Coast film buyer, said, "This kind of information can only expedite my expansion plans and aims to acquire more houses."

Equipment Panel Slated At Chicago Convention

A forum on theatre equipment problems, scheduled during the joint Allied, Tesma, and Teda conventions and trade show in Chicago starting Oct. 13, will include a thorough discussion of Todd-AO, Camera 65, CinemaScope 55, Cinemiracle and Cinerama. The forum will be held Wednesday, Oct. 15, at the Morrison Hotel with Larry Davee, vice-president of Tesma, as moderator.

Alex Harrison on Panel

Others on the panel include Hugh McLaughlin, Y & W Management Co., Indianapolis, and chairman of national Allied's advisory committee on equipment; Alex Harrison, general sales manager, 20th Century-Fox Film Corp.; Arthur Meyer, General Precision Laboratories; Willard Cosby, manager, theatre sales, National Carbon Company; Fred C. Dickley, Chicago Division manager, Altec Service Co.; Arthur Hatch, president, Strong Electric Company. V. J. Nolan, National Carbon Company and Davee, are co-chairmen of Tesma's equipment committee, who arranged the equipment forum.

Press-Luncheon Meet To Be Resumed by SPG

From THE DAILY Bureau

HOLLYWOOD, Oct. 2. — The Screen Producers Guild, as part of its expanding public relations program, will renew its press-luncheon meetings, with first of the new series scheduled for Monday. Walt Disney, William Perlberg, Pandro Berman and William Self will participate, with public relations committee chairman Julian Blaustein moderating. President Carey Wilson will attend the meeting at the Beverly Hilton Hotel.

John Paul Suit Filed

John Paul Productions, Inc., producers of the new film, "John Paul Jones," yesterday filed suit in New York Federal Court against Barnett Glassman and Thomas J. Todarelli asking the two be enjoined from committing certain acts and also pay damages of $500,000. The suit declares that defendants "misrepresented" themselves as being connected with John Paul as directors and that they maintained an office for this purpose. Suit seeks to enjoin them from these acts and adds that defandants "threatened to destroy the business unless granted certain concessions" by the plaintiff.

Muni Dr. Abelman

HOLLYWOOD, Oct. 2. — Paul Muni will play the starring role of Dr. Sam Abelman in Columbia's "The Last Angry Man," which Danny Mann will direct from Gerald Green's screenplay and novel. This will be Fred Kohlmar's first independent production for the studio.

NLRB Power

(*Continued from page* 1)

and other retail establishments will be subject to NLRB coverage if they do more than $500,000 of gross volume of business during a year. Previously theatres were subject to NLRB jurisdiction only if they bought more than $100,000 of goods directly from outside a state during a year, or more than $2,000,000 indirectly from outside the state.

Board officials said that under the new standards many medium-sized theatres not previously covered would now be covered. The broadening of the coverage of theatres and other retail firms was part of a general extension of board coverage to take in many labor disputes now in a "no man's land" between Federal and state jurisdiction.

First Announced in July

When the board first announced its plan to expand its coverage late in July, it set a Sept. 1 effective date. The Small Business Administration and some business groups protested the expanded coverage and the board postponed the effective date while it considered whether to modify its original proposal. The new standards announced today modified some of the earlier proposals in some fields but not in the theatre field.

Board coverage of labor disputes involving radio and television stations was extended from coverage of any unit doing more than $200,000 a year of gross business to ones doing more than $100,000 a year.

Large Turnout

(*Continued from page* 1)

by the industry committee for Rockefeller, which is headed by Spyros P. Skouras, Ned E. Depinet and Gus S. Eyssell.

Skouras introduced Rockefeller as a friend of show business and one who had made possible the Radio City Music Hall, which Skouras described as a landmark in the film industry.

Responding, Rockefeller disclaimed credit for the Music Hall, attributing its being to his father, John D. Rockefeller, Jr. However, he said he will never forget having been present at the opening night of the Music Hall, which lasted until 3 A.M.

Industry Leaders Attend

Among those present were William Brandt, Walter Branson, Sam Dembow, Jr., Charles Einfeld, Ernest Emmerling, William J. Heineman, Ralph Hetzel, Rube Jackter, Benj. Kalmenson, Harry Kalmine, Paul Lazarus, Jr., Jules Levey, Abe Montague, Ira Meinhardt, John J. O'Connor, Charles M. Reagan, Burton Robbins, Budd Rogers, Robert Rothafel, Ed Rowley, George Schaefer, Adolph Schimel, Sidney Schreiber, Sol Schwartz, Silas Seadler, Ned Shugrue, Murray Silverstone, Emanuel Silverstone, George Skouras, Dan Terrell, Joseph Vogel and Adolph Zukor.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 84, NO. 68 NEW YORK, U.S.A., MONDAY, OCTOBER 6, 1958 TEN CENTS

EDITORIAL

Exhibitors React

By Sherwin Kane

EXHIBITOR reaction to Paramount's announcement of its increased schedule of high budget productions for the coming year at the meetings held in New York, Los Angeles and Toronto has been, as might reasonably be expected, one that evidences added encouragement and increased determination to help themselves by seeking the maximum audiences for all such product available to them.

•

In a sense, Paramount thus has not only reaffirmed its own confidence in the industry's future but also has endowed many an exhibitor thereby with renewed faith in his own theatre and its potential.

It is fair to assume, too, that there will be a comparable exhibitor reaction in each area in which the remaining 97 exhibitor luncheon meetings are convened to hear the Paramount message from world sales head George Weltner and his aides. The itemization of more product and more important product always is basic, insofar as exhibition is concerned.

•

When that message comes on the heels of fairly widespread apprehension among exhibitors that Paramount may have elected to liquidate its major motion picture assets in favor of concentration on the electronics and communications fields, it is that much more welcome and reassuring, especially to those who are present to hear it at first hand.

The net result of Paramount's 100 exhibitor meetings must inevitably be of real value to the industry at large, as well as to the company.

•

From Barney Balaban's message reaffirming his own and his company's faith in the future of motion pictures must flow, in ever-widening circles as it is heard by exhibitors the world around, a re-birth of showmanship and a renewal of down-to-earth picture selling.

It is, in fact, a business-building message that in itself may accomplish much that the seemingly ill-fated industry campaign was not given the opportunity to do.

Plan Several New Theatres As Part Of Shopping Centers in Puerto Rico

Special to THE DAILY

SAN JUAN, Puerto Rico, Oct. 5.—Plans to open a number of new motion picture theatres in Puerto Rico—the first in ten years—were announced today by Rafael Ramos Cobian, prominent local businessman who owns the majority of this island's theatres. All of the theatres will be constructed within shopping centers now being developed by the Ibec Realty Co. for Todos Supermarkets. Ibec Realty is a subsidiary of the International Basic Economy Corp. of New York, which operates Todos supermarkets in Puerto Rico.

Cobian also disclosed he is negotiating to bring the Cinerama process here and into his first new theatre. This theatre will be at the 65th Infantry Shopping Center, a few blocks

(*Continued on page 6*)

U-I Announces Shifts Of Foreign Personnel

Emanuele Zama has retired as general manager in Italy for Universal International Films and will be replaced by Orlando Calvo, formerly head of the company's Venezuelan subsidiary. This was announced at the weekend by Americo Aboaf, vice-president and foreign general manager. At the same time Aboaf said Ramon Garcia, U-I manager for Colombia, has been named to replace Calvo in Venezuela and Pedro Diaz will take over in Colombia.

Zama served as continental sales

(*Continued on page 2*)

'World' Set for Special Bookings at 7 Loew's

Seven theatres in the Loew's circuit in the metropolitan area will show the CinemaScope version of "Around the World in 80 Days" on a special policy starting Veteran's Day, Nov. 11. There will be three showings daily—two in the afternoon on a con-

(*Continued on page 2*)

Para. Product Meets In Five Cities Today

Paramount Pictures will carry its "faith in the future" series of exhibitor-press meetings to five more cities in the U.S. and Canada today and expects by the end of October to have completed at least 50 of the

(*Continued on page 2*)

Allied Convention Program In This Issue

Complete tentative program for the 1958 convention of Allied States Association, which is preceded by meetings of the board of directors starting Saturday, will be found in this issue on page 3. The convention will take place in Chicago at the Morrison Hotel.

Gov. Chandler to Speak On Taxes at TOA Meet

Governor A. B. ("Happy") Chandler of Kentucky will address the 11th annual convention of the Theatre Owners of America at the Americana Hotel in Miami Beach, on Friday, Oct. 24, it was announced at the weekend by the convention committee of TOA.

Governor Chandler, former Commissioner of Baseball, and a noted banquet speaker, was instrumental in effecting the elimination of state movie admission taxes in Kentucky this year. It is expected, in addition to

(*Continued on page 3*)

'S.P.' Criterion Gross At $1,000,000 in 29

"South Pacific" in Todd-AO, which moves from the Criterion Theatre here to the Rivoli on Tuesday night, will have grossed over $1,000,000 at the former house in its 29-week run there, it was reported at

(*Continued on page 6*)

U-I, Arwin Make Deal For Hudson-Day Film

Universal-International and Doris Day's independent producing company, Arwin Productions, have concluded a deal whereby Rock Hudson and Miss Day will star in an original romantic comedy, "It's That Time of Year," to go before the cameras at

(*Continued on page 2*)

Wall St.

Rumors Hold Univ. - Decca Tie Loosening

Street Sees Asset Disposal Or Control Change Likely

Decca Records stock activity continued to hold the interest of large segments of the trade and the financial district at the weekend as new reports were circulated concerning the identity of those behind the heavy buying of the stock that has continued over the past several weeks, and other reports and speculation grew plentiful.

There appeared to be two schools of thought in the rumor market, one,

(*Continued on page 5*)

N. Y. Film Critics' Panel On Loew Theatres Forum

Editors of high school newspapers in the metropolitan area will participate in a forum with New York newspaper film critics under the auspices of Loew's Theatres at the Loew's State Theatre Building here this afternoon.

Arranged by Ernest Emerling, advertising-publicity director of Loew's Theatres, the forum is a continuation

(*Continued on page 3*)

Warners Opens Sales Meetings Here Today

Warner Bros. will open a three-day sales convention this afternoon at the home office. Distribution and promotion executives from districts throughout the United States and Canada, as well as from the company's

(*Continued on page 3*)

Television Today

Page 5

PERSONAL MENTION

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, accompanied by his assistant, BERNARD LEVY, is in Minneapolis today, preparatory to leaving for Sioux Falls, S. D., where a two-day meeting will take place tomorrow and Wednesday.

•

ROGER H. LEWIS, United Artists' national director of advertising, publicity and exploitation and co-chairman of the Academy Awards telecast activities committee, left at the weekend for the West Coast to confer with GEORGE STEVENS, president of the Academy.

•

WALTER WANGER, producer of "I Want to Live," left New York at the weekend for Hollywood.

•

LEON ROTH, vice-president of the Mirisch Company, left here at the weekend for Hollywood.

•

LINWOOD DUNN, expert in special effects for films in Hollywood, is in New York to make a study of the latest technical screen developments in the East.

•

ALEC GUINNESS will attend the Mexican World Review of Film Festivals to be held in Mexico City, Oct. 10-27.

•

MRS. JOE LONGO, wife of the assistant advertising director for Sack Theatres, Boston, gave birth to a daughter, THERESA VIRGINIA, last week.

•

OLIVER TREYZ, president of the ABC Television Network, will be in Kansas City from New York on Thursday to address the advertising and sales executive club there as part of a seminar.

•

DON WEIS, director of "Mr. Pharaoh and the Cleopatra," is expected here today from Havana, Cuba, where he completed photography on the RKO Eldorado production.

•

BERT ORDE, head of the motion picture department of "Redbook," left New York over the weekend for the Coast.

Dover Drive-In Opened

Walter Reade Theatres' Dover Drive-In, located atop a shopping center at Dover, N. J., opened with special ceremonies Saturday evening. The opening had been postponed on two previous occasions. A reception was held for invited guests at the Dutton Hotel, Dover, following the opening.

Para. Meets in Five Cities

(*Continued from page 1*)

scheduled 100 global gatherings. Meetings have already been held in New York, Toronto and Los Angeles.

Purpose of the luncheon-conferences is to describe the company's future production and releasing plans to exhibitors and members of the press. Today's sessions will be held in Boston, Chicago, Seattle, Montreal and Saskatoon.

Meanwhile George Weltner, Paramount Pictures vice-president in charge of world sales, who officiated at the three initial gatherings, is in Honolulu today on the same mission. He will leave the Hawaiian capital tomorrow for Tokyo to open the Asian phase of the Paramount meetings.

More than 75 theatremen and reporters will attend the Boston meeting today at the Sheraton Plaza Hotel, with Hugh Owen, vice-president of Paramount Film Distributing Corportion, presiding. An attendance of 100 is scheduled for Chicago's Blackstone Hotel gathering, at which Sidney Deneau, Western sales manager, will officiate today. H. Neal East, Western division manager, will conduct a similarly large meeting in Seattle at the same time, while Gordon Lightstone, Canadian general manager, officiates at the Montreal luncheon-meeting at Ruby Foo's Restaurant. Syl Gunn, Canadian branch manager, will preside at the Saskatoon gathering.

Tomorrow J. H. Stevens, Midwestern division manager, will hold a luncheon-meeting in Indianapolis, and Norman Simpson, Canadian branch manager, will conduct one in St. John.

Owen on Wednesday will address a gathering of 75 in Philadelphia at the Warwick Hotel, as Deneau holds a meeting to be attended by 100 at the Statler Hotel in Dallas. At the same time, East will do the honors in Portland, Ore., while Tom W. Bridge, Southwestern division manager, conducts the scheduled big St. Louis meeting. The same day has been set for the Milwaukee gathering, with Stevens in charge, and the Calgary meeting, at which Canadian branch manager William Kelly will be host.

San Francisco, Kansas City and Detroit luncheon-meetings have been slated for Thursday. Atlanta, Des Moines, Minneapolis and Vancouver will be the scenes of meetings the following day. An attendance of more than 50 persons is expected at each of the two days' gatherings. Owen will preside at the one in Atlanta, which is set for the Dinkler-Plaza Hotel.

U-I Announces

(*Continued from page 1*)

manager for Columbia Pictures and was president of his own film company, in the '30s, prior to becoming affiliated with U-I. He joined Universal-International in 1943 and became general manager for Italy in 1946.

Calvo, who takes over as general manager for Italy, joined U-I as manager for Venezuela in 1955. His varied baekground includes important posts with Warner Brothers and 20th Century-Fox in Latin America and with the United States Army in the Canal Zone, in a supervisory capaeity.

Garcia, who moves over from Colombia to Venezuela, is one of U-I's veteran managers, having served as manager in Cuba since 1939 and manager in Colombia since 1937.

Diaz, who joins U-I as manager for Colombia, has held several film industry posts in Latin America, his most recent being head of RKO in Colombia.

Holdovers Aid 'Cat'

"Cat on a Hot Tin Roof" has been grossing over $1,000,000 a week at the box-office in its first five weeks, and its holdover strength accounts for the bulk of the $5,000,000 gross to date, according to MGM. In the first 200 index city engagements, "Cat" has played 531 cumulative weeks.

'Country' Premiere Will Benefit Pitt. Charity

Special to THE DAILY

PITTSBURGH, Oct. 5—The premiere of "The Big Country" on Oct. 9 at the Penn Theatre will be a benefit for Happiness Fund of the "Sun-Telegraph," the pet project of publisher Alan Nicholas. Seats range from $3 to $15, with proeeeds going to St. Francis Hospital and the needy children of Allegheny and Washington Counties via the Happiness Fund.

Gregory Peck's personal appearance will highlight the premiere, which is reaping a harvest of daily publicity.

U-I and Arwin

(*Continued from page 1*)

U-I in December. The new property will be financed and released by U-I.

"It's That Time of Year" will be produced by Martin Melcher, president of Miss Day's company, and Ross Hunter. Edward Muhl, vice-president in charge of production, will serve as executive producer of the color film.

'Defiant' High in L.A.

HOLLYWOOD, Oct. 5. — Stanley Kramer's "The Defiant Ones" opened here at the Fox Beverly and Orpheum to a record gross for a UA pieture of $6,510.

U.S. Product Leads Philippine Imports

From THE DAILY Bureau

WASHINGTON, Oct. 5. — Unite States motion pictures accounted fo 679 of the 773 feature pictures im ported into the Philippines in 195 according to a report just released b the Commerce Department's Motio Picture Division.

In addition, the report said, a imported news reels and almost a short subjects were of U.S. origin.

At the first of the year, there wer about 800 theatres throughout th Philippines, with 75 in Manil Philippine producers turned out som 95 feature films during 1957, the re port said.

Industry companies are currentl appealing a Philippine tax rulin which required them to pay a 24 pe cent withholding tax, the report de clared. It pointed out that remittance of film earnings have been limited b the Philippine government for a num ber of years and that the Centra Bank authorized the film companie to take out $1,800,000 for 1958 i quarterly installments.

'World' Set

(*Continued from page 1*)

tinuous basis and one at night. Seat for the single evening performance will be available at the box offiee i advanee and sold to the capacity c the theatre only.

Loew's theatres involved in th booking include the 72nd St. an 175th St. in Manhattan; Metropolita Brooklyn; Paradise, Bronx; Valenci Queens; White Plains; and Jerse City. Runs of at least four week are anticipated for all theatres.

With the exception of the Metropc litan and White Plains, price scal will be as follows: afternoons, 9 eents; weekend matinees, $1.30; even ings, $1.50. Scale at the Metropolita will be slightly higher; at Whit Plains, slightly lower. Children wi be admitted for 60 eents at all time

"Around the World" in the Todd AO version concluded an engagemen that ran just short of two years a the Rivoli Theatre on Broadway las night.

Goldsmith on Board

Dr. Alfred N. Goldsmith, eonsul ing engineer in the eleetronics and mo tion picture fields, has been elected t the board of directors of RCA Com munications, Inc., it was announce by David Sarnoff, chairman of th board of RCA and RCA Communica tions, Inc. Dr. Goldsmith joine RCA in 1919 and for 12 years serve as director of researeh, and then vice president and general engineer. Sine 1931 he has served as a technieal con sultant to RCA.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincen Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Wash ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in th principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefelle Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-Presi dent and Treasury; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a yea as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as secon class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10

Gov. Chandler

(*Continued from page* 1)

bringing a message of interest to theatremen on the role of movies in the American recreational habits, that he will also give his views on the movie admission tax situation.

He will speak at a luncheon to be hosted by American International Pictures, and will share the dais with James H. Nicholson, president of A.I.P., and George W. Eby, International Chief Barker of Variety Clubs.

Trade Show Included

The five-day convention will run from Tuesday, Oct. 21 through Saturday, Oct. 25, and will be accompanied by a trade show staged jointly by TOA and the National Association of Concessionaires.

N. Y. Film Critics

(*Continued from page* 1)

of the School Relations Program instituted by Loew's Theatres several years ago. Mass interviews for the high school newspaper editors were arranged with such personalities as Cecil B. DeMille, Otto Preminger, Henry Fonda, Debbie Reynolds, Mel Ferrer, Jean Seberg, Henry Wilcox, Rita Gam and others.

The program is designed to promote good will for the Loew's theatres and to create interest in specific screen attractions.

Arthur Mayer Moderator

Arthur Mayer, exhibitor, producer and author will serve as moderator at today's forum, and the following critics have agreed to appear on the panel: Paul Beckley, Herald-Tribune; Kate Cameron, Daily News; Alton Cook, World Telegram & Sun; Bosley Crowther, Times; Justin Gilbert, Daily Mirror; Leo Mishkin, Morning Telegraph, Rose Pelswick, Journal-American, and Archer Winstein, Post.

Emerling observes, "It is our feeling that the attractions scheduled during Loew's Film Festival in our theatres and the overall improvement in quality of all pictures over last autumn, will supply plenty of material for discussion, questions and answers."

Warners Opens

(*Continued from page* 1)

New York headquarters and its studios in Burbank, Calif., will participate in the meetings.

Presiding over the sessions will be Charles Boasberg, general sales manager, aided by Jules Lapidus, assistant general sales manager. The convention will deal with distribution and merchandising plans for the forthcoming line-up of Warner Bros. releases, with special sessions to be devoted to "The Old Man and the Sea," "Auntie Mame," "Home Before Dark," "The Hanging Tree," "Rio Bravo" and "The Nun's Story."

A highlight of the meetings, which will continue through Wednesday, will be an address by Benjamin Kalmenson, the corporation's executive vice-president.

Tentative Program

Allied States Association

1958 National Convention

Morrison Hotel, Chicago

SATURDAY, Oct. 11

10:30 A.M.—Board of directors meeting
12:30 P.M.—Luncheon
2:00 P.M.—Afternoon session

SUNDAY, Oct. 12

10:00 A.M.—Board of directors meeting
12:30 P.M.—Luncheon
2:00 P.M.—Afternoon session

MONDAY Oct. 13

10:00 A.M.—Board of directors meeting
12:00 P.M. to 1:30 P.M.—Review Tesma-Teda Trade Show
2:00 P.M.—Opening convention session, Terrace Casino, lower level. Call to order and welcome by: Sam C. Meyers, vice-president, Allied Theatres of Illinois. Invocation: Dr. Preston Bradley, Peoples Church of Chicago. Permanent Chairman: Horace Adams, National Allied president. Keynote: Jack Kirsch, general convention chairman.
3:30 P.M.—Concessions clinic. Address on timely subjects.
Evening open.

TUESDAY, Oct. 14

9:30 A.M.—Film clinics, small towns, large cities, drive-ins
12:00 P.M.—Luncheon for registered delegates, Terrace Casino, lower level. Invocation: Rt. Rev. Msgr. Joseph B. Lux, Catholic Extension Magazine
12:30 P.M.—Ladies' fashion show luncheon at the Chez Paree
1:30 P.M.—The Allied "White Paper," Abram F. Myers, general counsel, Allied States
3:30 P.M.—Business building work shop
5:00 P.M. to 6:00 P.M.—Review Tesma-Teda Trade Show
8:00 P.M.—"Pepsi-Cola Nite" at the Chez Paree

WEDNESDAY, Oct. 15

10:00 A.M. to 12:00 P.M.—Forum for discussion of today's theatre equipment problems.
12:30 P.M.—Luncheon for registered delegates and wives of Allied-Tesma-Teda, Terrace Casino, lower level. Sponsored by American International Pictures. Invocation: Rev. Basil S. Gregory, St. Constantine Greek Orthodox Church.
2:00 P.M.—Open forum conducted by Spyros P. Skouras, president, 20th Century-Fox. Subject: How to improve our business.
3:30 P.M.—Closing business session: Reports from film clinics. Address on timely subjects.
7:00 P.M. to 8:00 P.M.—National Carbon Co. cocktail reception, Monte Carlo Lounge, Terrace Casino.
8:00 P.M.—Motion picture industry banquet.

PEOPLE

Mrs. Harry Cohn and Leo Jaffe have been elected to the board of directors of Fico, it was announced by the holding corporation which was formed by Columbia executives and associates three months ago for the main purpose of purchasing shares of Columbia Pictures.

□

Dr. T. H. James of Kodak Research Laboratories has been appointed editor of "Photographic Science and Engineering," published by the Society of Photographic Scientists and Engineers.

□

Margaret G. Twyman, director, community relations department of the Motion Picture Association of America, on Friday addressed the Greater Detroit Motion Picture Council at the Crowley-Milners Conference. Mrs. Twyman, who was introduced by Mrs. Harry T. Jarvis, president of the Council, spoke on the subject: "The Motion Picture and You."

□

Sam Boverman, Paramount Pictures attorney specializing in motion picture production and copyright law, has become a member of the New York legal firm which henceforth will be known as Margulies, Heit & Boverman, with offices at 400 Madison Avenue.

□

Robert Shisler has been promoted by Fanfare Films, Philadelphia, to the post of sales manager. Joseph Quinliven, veteran booker formerly with Screen Guild, has joined the staff, as has Dolores Cotter, formerly assistant cashier at United Artists.

□

William Langston, office manager for Warner Brothers in Atlanta, has resigned to join Benton Film Express.

Price Age Level for Children Is Raised

Special to THE DAILY

HARTFORD, Oct. 5.—Attorney Samuel I. Safenovitz, owner of the Yale Theatre, Norwich, subsequent-run, is first Connecticut exhibitor to increase two years above normally-regarded Connecticut children's price age level. He is advertising a 20-cent admission for children up to 14, as compared to the 12-year-old limit generally in vogue at Connecticut hard-tops.

At the same time, the attorney is continuing his policy of admitting children accompanied by adults after 6 P.M. seven nights a week, as guests of the management. He started this latter plan originally as counter-move against Connecticut drive-in policy of admitting children under 12 free. The Yale's evening adult price is 35 cents.

MOTION PICTURE DAILY'S BOOKING CHART

	ALLIED ARTISTS	COLUMBIA	M-G-M	PARA.	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L	WARNERS	OTHERS
SEPTEMBER	**QUEEN OF OUTER SPACE** (CS, color) Zsa Zsa Gabor, Eric Fleming — 80 min. (Rev. 8/13/58) **NATCHEZ TRAIL** Zachary Scott **LEGION OF THE DOOMED** Bill Williams	**THE WHOLE TRUTH** Stewart Granger, Donna Reed —83 min. (Rev. 8/21/58) **GHOST OF THE CHINA SEA** David Brian—79 min. (Rev. 8/29/58) **SHE PLAYED WITH FIRE** Jack Hawkins, Arlene Dahl—95 min. (Rev. 6/5/58)	**CAT ON A HOT TIN ROOF** (color) Elizabeth Taylor, Paul Newman — 108 min. (Rev. 8/13/58) **DUNKIRK** John Mills, Bernard Lee—113 min. (Rev. 8/21/58)	**THE PARTY CRASHERS** Connie Stevens, Mark Damon — 78 min. (Rev. 9/16/58) **AS YOUNG AS WE ARE** Robert Harland, Pippa Scott—75 min. (Rev. 9/25/58)	**THE HUNTERS** (CS, color) Robert Wagner, Robert Mitchum — 108 min. (Rev. 8/5/58) **HARRY BLACK AND THE TIGER** (CS, color) Stewart Granger, Barbara Rush — 107 min. (Rev. 9/12/58) **SMILEY GETS A GUN** (CS, color) Keith Calvert, Dame Sybil Thorndike	**GUN RUNNERS** Audie Murphy, Eddie Albert — 83 min. (Rev. 9/15/58) **COP HATER** Gerald O'Laughlin, Ellen Parker — 75 min. (Rev. 8/12/58) **THE BIG COUNTRY** (Technirama, color) Gregory Peck, Jean Simmons — 166 min. (Rev. 8/8/58) **TERROR IN A TEXAS TOWN** Sterling Hayden—80 min. (Rev. 8/21/58)	**ONCE UPON A HORSE** (CS) Dan Rowan, Dick Martin — 85 min. (Rev. 8/8/58) **RIDE A CROOKED TRAIL** (CS, color) Audie Murphy, Gia Scala—87 min. (Rev. 7/23/58)	**WIND ACROSS THE EVERGLADES** (color) Burl Ives, Christopher Plummer — 93 min. (Rev. 8/20/58) **DAMN YANKEES** (CS, color) Tab Hunter, Gwen Verdon — 110 min. (Rev. 9/11/58)	**THE SECRET** (DCA) Sam Wanamaker, Mandy **TIME LOCK** (DCA) Robert Beatty, Lee Patterson **DEFEND MY LOVE** (DCA) Martine Carol, Vittorio Gassman
OCTOBER	**JOY RIDE** Regis Toomey, Ann Doran **SPEED CRAZY** Yvonne Lime, Brett Halsey **WOLF LARSEN** Barry Sullivan, Peter Graves	**ME AND THE COLONEL** Danny Kaye, Curt Jurgens—109 min. (Rev. 8/6/58) **APACHE TERRITORY** (color) Rory Calhoun, Barbara Bates—70 min. (Rev. 9/4/58) **KILL HER GENTLY** Griffith Jones, Marc Lawrence — 75 min. (Rev. 9/18/58)	**THE DECKS RAN RED** James Mason, Dorothy Dandridge — 84 min. (Rev. 9/19/58) **TORPEDO RUN** (CS, color) Glenn Ford, Ernest Borgnine	**THE BLOB!** (color) Steven McQueen, Aneta Corseaut — 85 min. (Rev. 9/10/58) **I MARRIED A MONSTER FROM OUTER SPACE** Tom Tryon, Gloria Talbott	**THE BARBARIAN AND THE GEISHA** (CS, color) John Wayne, Eiko Ando—105 min. (Rev. 9/30/58) **THE LONE TEXAN** Willard Parker, Audrey Dalton **VILLA** (CS, color) Cesar Romero, Brian Keith — 73 min. (Rev. 9/9/58)	**MAN OF THE WEST** (CS, color) Gary Cooper, Julie London — 100 min. (Rev. 9/17/58) **FEAR MAKERS** Dana Andrews, Mel Torme—83 min. (Rev. 9/24/58) **MENACE IN THE NIGHT** Griffith Jones, Lisa Gastoni **HONG KONG CONFIDENTIAL** Gene Barry, Beverly Tyler — 67 min. (Rev. 10/3/58)	**RAW WIND IN EDEN** (CS, color) Esther Williams, Jeff Chandler — 89 min. (Rev. 6/22/58) **SAGA OF HEMP BROWN** (CS, color) Rory Calhoun, Beverly Garland—80 min. (Rev. 8/14/58)	**ONIONHEAD** Andy Griffith, Felicia Farr —110 min. (Rev. 9/24/58) **THE OLD MAN AND THE SEA** (color) Spencer Tracy — 86 min. (Rev. 5/21/58)	**SUBMARINE X-2** (AIP) (Superama) **PARATROOP BATTALION** (AIP) (Superama) **WHITE WILDERNESS** (BV) (color) True-Life Adventure **THE GYPSY AND THE GENTLEMAN** (RFDA) (color) Melina Mercouri, Keith Michell **DANGEROUS EXILE** (RFDA) (VV, color) Louis Jourdan, Belinda Lee — 90 min. Rev. 9/16/58) **DREAMING LIPS** (DCA) Maria Schell, O. W. Fischer **SENECHAL THE MAGNIFICENT** (DCA) Fernandel, Nadia Gray
NOVEMBER	**REVOLT IN THE BIG HOUSE** Gene Evans **JOHNNY ROCCO** Stephen McNally, Coleen Gray **CRIME AND PUNISHMENT U.S.A.**	**THE LAST HURRAH** Spencer Tracy, Jeffrey Hunter **TARAWA BEACH HEAD** Kerwin Mathews, Julie Adams **MURDER REPORTED** Paul Carpenter, Melissa Stribling	**PARTY GIRL** (CS, color) Robert Taylor, Cyd Charisse **TUNNEL OF LOVE** (CS) Doris Day, Richard Widmark	**HOUSEBOAT** (VV, color) Cary Grant, Sophia Loren — 110 min. (Rev. 9/5/58) **WHEN HELL BROKE LOOSE** Charles Bronson, Richard Jaeckel	**IN LOVE AND WAR** (CS, color) Robert Wagner, Dana Wynter **MARDI GRAS** (CS, color) Pat Boone, Christine Carere **RALLY ROUND THE FLAG, BOYS!** (CS, color) Joanne Woodward, Paul Newman	**SEPARATE TABLES** Rita Hayworth, Burt Lancaster **THE MUGGERS** Kent Smith **TEN DAYS TO TULARA** Sterling Hayden, Grace Raynor	**BLOOD OF THE VAMPIRE** (color) Donald Wolfit, Barbara Shelley **MONSTER ON THE CAMPUS** Arthur Franz, Joanne Moore **THE LIGHT TOUCH** (VV, color) Jack Hawkins, Margaret Johnston	**BORN RECKLESS** Mamie Van Doren, Jeff Richards **ISLAND OF LOST WOMEN** Venetia Stevenson, Jeff Richards **HOME BEFORE DARK** Jean Simmons, Dan O'Herlihy	**A TALE OF TWO CITIES** (R.F.D.A.) Dirk Bogarde, Dorothy Tutin **WINDOM'S WAY** (R.F.D.A.) (color) Peter Finch, Mary Ure **THE CRAWLING EYE** and **THE COSMIC MONSTERS** (DCA package) Forrest Tucker **THREE MEN IN A BOAT** (DCA) (CS, color) Laurence Harvey, David Tomlinson

Say 'U'-Decca Tie Loosens

(Continued from page 1)

those who believe an unidentified syndicate has been formed to acquire Decca control in the market, the other, those who believe some form of liquidation of specific Universal Pictures assets is in the offing.

Those leaning to the former are of the belief that Milton Rackmil, Decca and Universal president, has holdings in Decca representing not more than 12 per cent of the 1,602,501 shares outstanding, and that control could be acquired by buying in the open market.

Buyers Unidentified

Strengthening this supposition, for those making it, at least, is the mystery that surrounds the identity of the heavy buyers. With all of the buying being done through brokerage houses, the big purchaser remains concealed and all information pipelines which usually produce a fairly accurate lead, are either silent or limited to "street" rumors.

Among the latter, is one that the Jack Wrather Organization, newly active in television film production and reputedly shaping ambitious expansion plans which could include acquisition of a major studio for theatrical as well as TV film production, is in on the buying. However, the Carl M. Loeb, Rhoades firm, which is doing the Wrather financing, denies the report unequivocally.

Report Wolfson in the Picture

Another is that Louis Wolfson, veteran of a number of spectacular proxy and control campaigns, including an unsuccessful one for Montgomery Ward several years ago, is in the market for Decca. That, too, meets with unqualified denials. Still another is that Kuhn, Loeb & Co. is behind it, buying through other brokerage houses.

Those who believe a liquidation of some Universal assets is in the cards are not looking for the identity of a single buyer nor of a syndicate. They believe it's "in the cards" that Decca must do something with Universal and do it soon. They feel whatever may be done will redound to the benefit of Decca shareholders and they believe that the outlook is known to many who are in the market for Decca shares. Additional buying, they believe, may have been attracted to the issue by those who have no first-hand knowledge of the situation but are attracted to any issue which evidences market interest and shows activity.

Fox Action Recalled

In this group, the rumor is circulating that Rackmil has requested real estate brokers to survey and appraise the studio's 600-acre back lot, with the idea of making it available for development in much the same way that 20th Century-Fox is doing with its surplus acreage in Westwood.

This group believes the real estate might bring as much as $20,000,000 into the Universal treasury, and would be reflected in dividends paid to Decca. Much of the Universal studio acreage is hilly and the land varies in value from $20,000 to $40,000 an acre in adjacent areas. The company itself has no accurate idea of its value. It is not on the company's books.

The liquidation school of thought also points out that U's post-1948 backlog may be worth $25,000,000, and its pre-'48 deal with Screen Gems as much as $50,000,000. That deal provides for the payment of a basic $20,000,000 over a seven-year period, plus a percentage which some believe could more than double the base payment.

Neither are these items on the books, and the school with liquidation on its mind estimates the actual book value at approximately $30 per share. They estimate that, after taxes, liquidation would represent anywhere from $50 to $100 per share.

Syndicate Influence Rumored

Still another rumor in the financial district is that a syndicate has been formed prepared to offer Decca a profit for all of its Universal stock, which now amounts to more than 80 per cent of the 1,020,089 shares outstanding.

The dopesters seem convinced of this: Decca will be forced either to get Universal back on a profitable basis or relinquish by one means or another in the next year. They point out that Decca, with a plant investment of, roughly, $1,500,000, has an earnings potential of $5,000,000. At the same time, it has a $20,000,000 investment in Universal, which conceivably may lose $5,000,000.

To the speculators, the facts suggest action, and they want to be in on it.

India Enters Two Films In S. F. Festival

Special to THE DAILY

SAN FRANCISCO, Oct. 5.—Irving M. Levin, managing director of the San Francisco International Film Festival, said today India has the first two entries accepted for competition here starting Oct. 29 in the second annual festival that is the only officially sanctioned motion picture contest in the Western Hemisphere.

The pictures are "Two Eyes, 12 Hands" and "Aparjito," sequel to "Pather Panchali," which won awards here in 1957 for best film and best direction.

To Film in D. C.

WASHINGTON, Oct. 5.—Shooting starts Monday, Oct. 13, on the first feature-length motion picture to be produced here by a Washington company for world-wide distribution when National Film Studios begins work on "Dead to the World." Harold A. Keats of Washington, National's president, and F. William Hart of Alexandria, Va., vice-president and managing director of the company, are co-producers of the $200,000 venture which has been in the planning stage for more than a year.

Television Today

IN OUR VIEW

CURRENTLY and quite recently on view during and in connection with the Fall conventions of the National Association of Broadcasters is a film demonstrating what should not be done in television advertising and programming. The 16-minute subject, in the form of a fictional sponsored dramatic program, shows violations of the TV Code in multiple-spotting, pitch commercials, personal product advertising, alcoholic beverage advertising, disparaging claims in ad copy, use of the simulated physicians, bait-switch copy and free plugs.

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That is indeed a tall order of what not to do, and yet it presents the foundation of the kind of thing for which the television industry may suffer heavily. Far-reaching damage can be done the effectiveness of the medium by even slight violation of the basic TV Code precepts so carefully and intelligently laid down for the benefit of all.

The subject shown at the NAB meetings also cited violations of the Code in the program area, such as the handling of illicit sex, undue violence, suicide, costuming, mistreatment of animals, and scenes guilty of irreverent, suggestive or derogatory terms. The film, made through the facilities of WBNS-TV, Columbus, Ohio, was produced by Gene McPherson, from a script by Charles S. Cady, assistant Code Director for the NAB. A vote of thanks is due both these men. Mr. Cady, incidentally, has resigned his NAB post to join WCSC-TV, Charleston, S.C., as national sales manager. He has done well and has earned the appreciation of the industry. He goes to his new post October 15 with the good wishes of all associated with television.

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Code Board Chairman Roger W. Clipp of Triangle Stations, Philadelphia, in the film reminds the industry of "the nearly silent, but key role the NAB Television Code plays in our system of free broadcasting." He points out, with great wisdom, that adherence to the preeepts of the TV Code has gone far to offset the potential threat of adverse legislation which could hamstring industry operations in so many directions. He is so right when he makes the point that careful following of the Code is in effect just plain good business. That is a point we have made in this space many times, but it is one which can do with reiteration every so often.

A telling observation, and one in which we concur fully, was that of Edward H. Bronson, Television Code Director, in speaking at various of the NAB meetings, when he said in the year to come TV will be "reviewed, monitored, subpoenaed, reviled and rarely complimented." He sees the Code as the most potent single defense factor against pressures from various sources. Citing the fact that the vast majority of subscribers to the Code adhere rigidly to its provisions, he reports that Code violations, which are revealed by monitoring, are confined to 15 per cent of the stations.

A small total that is, indeed, but one which can do a great deal of damage. The majority ever must suffer for the few guilty in most situations, and unhappily this is no exception. They must be watched and punished, where possible.

—Charles S. Aaronson

'Four Just Men' Is Slated by ITC-TPA

From THE DAILY Bureau

HOLLYWOOD, Oct. 5. — The first major international TV production to be launched by ITC-TPA (Independent Television Corp.) will be Sapphire Films Ltd., series of 39 Edgar Wallace dramatic thrillers titled "Four Just Men," an international cast will be headed by Jack Hawkins, Vittorio de Sica, Dan Dailey and a fourth star, an American yet to be selected to play the title roles. "Four Just Men" will mark the first time any of these screen stars has appeared in a TV series.

Hannah Fisher Producer

Hannah Fisher, who produced the Robin Hood series, will be executive producer of "Four Just Men." The production will be filmed on both sides of the Atlantic, in London and U.S. and secondary units will film backgrounds and action sequences throughout the world.

6 National Advertisers Buy Time on NTA Net

The NTA Film Network will begin the 1958 fall season this week over a coast-to-coast line-up of 115 television stations with six-and-one-half hours of top-flight programming, Ely A. Landau, chairman of the board of National Telefilm Associates, Inc., announced at the weekend.

National advertisers who have signed for sponsorship of the network programs are American Tobacco Company. The Great Atlantic & Pacific Tea Company, Perma Starch, Philco Corporation, Vick Chemical Company and White King Soap.

Three Programs Set

The network programs are the half-hour series "How To Marry A Millionaire," "This Is Alice" and "Man Without A Gun" and the five-times-a-week hour-long "TV Hour of Stars."

National Pre-Selling

"LIFE" selected the classic gun duel scene from "The Big Country" for the front cover of the Sept. 29 issue. In a cover story "Life" calls the U.A. release "a fine, big brawling western." And classes it with 'Shane' and 'Giant' as one of the great oversized westerns of recent years.

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"Torpedo Run," M-G-M release, is advertised in the table of contents page ad appearing in the "Saturday Evening Post's" Oct. 4 issue. It is a story of a submarine commander whose loved ones are held prisoners on an enemy transport, which is directly in his line of fire.

•

In the handsome, silver-covered 25th anniversary issue of "Esquire" appears Arthur Miller's background notes for a juvenile-delinqueney film. Miller for a period of two months lived with various gangs, in effect being present during periods of violence, attending secret mediation sessions, in his diligent effort to get material first hand for his forthcoming film.

•

Ruth Harbert recommended three films to the readers of "Good Housekeeping's" September issue. They are Walt Disney's "White Wilderness," "The Big Country" starring Gregory Peck, Jean Simmons and Carroll Baker, and "The Nun's Story" starring Audrey Hepburn.

•

Nicole Courcel, French star in Trans-Lux's "The Case of Dr. Laurent," is spotlighted in a specially prepared booklet of fashions designed for Lane Bryant dept. store. Miss Courcel is shown wearing nine different outfits. Copy for "Dr. Laurent" appears on the front cover and a photo taken on the film's studio set is on the back page. These booklets are being distributed in the department store's branches located in key cities throughout the nation.

•

"The Fearmakers," a U.A. release, is recommended by "The American Legion" magazine in the October issue. Dana Andrews, Dick Foran and Mel Torme are starred.

•

"The Big Country" was selected by Florence Somers as one of the pictures of the month for "Redbook's" October issue. She said, "William Wyler has captured the sense of vastness and stark grandeur of the west as it has never before been seen on the sereen. Besides being so beautiful, the picture is jampaeked with action—feuding, fighting and dueling It is something that TV eould never do as impressively or magnificently."

•

In the "Speaking of Pictures" department of "Life's" Sept. 22 issue there is a photograph of the cast of "Wind Across the Everglades." Yale Joel, who made the photo, persuaded Budd and Stuart Schulberg, producers of the Warner Bros. release, to dress the film's stars as the public knows them. Consequently the readers of "Life" see Gypsy Rose Lee in a stage costume, before she starts shedding her costume, Tony Galento in fighting togs, Sammy Renick in racing silks, and Emmett Kelly in a clown's makeup.

WALTER HAAS

REVIEW:

Windom's Way

Rank Film Dist.

A handsomely mounted production in Eastman color with a northern Malaya background, this film tells of a British doctor in charge of a jungle village hospital who becomes enmeshed in the strained relations between a rubber plantation owner and the natives. The threat of revolt and the flight of the villagers to escape revenge after an outbreak constitute the controlling dramatic theme.

There also is a romantic element because Natasha Parry, who has the role of a native nurse, is secretly in love with the doctor when his estranged wife (Mary Ure) returns to the exotic surroundings.

Peter Finch, as Alec Windom, the doctor, gives a splendid performance in the role of a man who is devoted to his work and in turn is loved and respected by the natives. Outstanding among these is a youngster called Kosti, whose real name is Kurt Siegenberg.

Interior scenes were made at the Pinewood Studios in England, but many of the exteriors filmed in the mountains while the doctor is trying to induce the natives to return are magnificent. Miss Ure, as the blonde wife who returns to the jungle not sure she will be able to endure the primitive life, is both decorative and convincing, especially after she changes her attitude and begs her husband to stay with the people who need him.

In a curiously restrained, dignified way Miss Parry, as the native nurse who is devoted both to the patients in general and to the doctor, seems to dominate the scenes in which she appears, even up to the point where she hides in an ox cart and tries to escape to the mountains to warn the doctor that he has been tricked by the government forces. She is shot.

Other performances are generally good. The screenplay by Jill Craigie is based on a novel by James Ramsey Ullman. John Bryan was the producer, and Ronald Neame the director. The cast names may not be potent in the American market, but the picture is sure to be aided by word-of-mouth advertising.

Running time, 108 minutes. General classification. Release, in November.

JAMES M. JERAULD

Name FWC's Thedford To New Divisional Post

From THE DAILY Bureau

LOS ANGELES, Oct. 5.—William H. Thedford, who started with Fox West Coast in 1932 as a doorman, today was named to the newly created post of West Coast divisional manager for the circuit by M. Spencer Leve, vice-president of theatre operations for National Amusement Corp., the parent company.

Thedford will operate out of Los Angeles.

John Klee, district manager for the San Francisco bay area, was also named supervisor for Northern California, and will operate both posts under Thedford.

Boston Cinema Lodge To Meet on Wednesday

Special to THE DAILY

BOSTON, Oct. 5.—Manny Sonnenreich, a director of council of B'nai B'rith of New York, will address members of the Boston Cinema Lodge on Wednesday at the Hotel Bradford. Plans are in the hands of Harold Rubin, president, and Carl Goldman, vice-president.

Attending will be circuit heads and personnel as well as independents, including Samuel Pinanski, Edward W. Lider, Michael Redstone, Richard Smith, William Kumins, Manny Youngerman, Arthur Lockwood, Mal Green and others. Following the luncheon there will be discussions to consider the continuation of the Boston chapter.

More Enthusiasm Needed

In order to keep it going, there will have to be a rejuvenation of the organization, more interest among members and more purposeful aims, Rubin stated. It is hoped that this meeting will insure continuation of the lodge.

Pickman in N. O.

HOLLYWOOD, Oct. 5. — Jerry Pickman, Paramount chief of advertising-publicity, and Herb Steinberg, studio advertising-publicity director, are in New Orleans to set plans for the world premiere there of "The Buccaneer."

William Horsley Dies

HOLLYWOOD, Oct. 5. — Private entombment for William Horsley, 87, pioneer film producer who died Thursday, will be held Monday in Forest Lawn Mausoleum. Horsley's first venture in the industry was with Nestor Studios. He was one of first original stockholders and a founder of Universal Pictures.

Services for Rockett

HOLLYWOOD, Oct. 5. — Funeral services for Frederick K. Rockett, 74, business and industrial film produeer, were held yesterday at Pierce Brothers Mortuary. Rockett died Wednesday of a heart attack.

Puerto Rico

(*Continued from page* 1)

from the University of Puerto Rico campus in suburban Rio Piedras, Cobian said. The theatre, which will seat 750 persons, will cost $350,000 completely equipped and will be extra-wide and semi-circular in shape to accommodate the special Cinerama screen, he added.

The theatre will form part of the six and a half acre shopping center containing what is believed to be the largest modern retail food market to be built in Latin America and the Caribbean—the Todos—65th Infantry Supermarket. The 26,000 square foot market will be the fourth of the Todos chain opened in Puerto Rico. All are air-conditioned and have all the facilities of Continental United States supermarket, including piped-in music for the shoppers.

Will Open This Year

The 65th Infantry Center, scheduled to open late this year, also will have a modern 24-lane bowling annex, 22 stores and shops, and a number of professional and business offices and suites.

New theatres are now planned for two other IBEC shopping centers in metropolitan San Juan, Ramos Cobian said.

He said that his decision to locate the theatres in the shopping centers was partly due to the large amount of free parking space that will be available next to the theatres.

'S.P.' at Criterion

(*Continued from page* 1)

the weekend by Martin J. Sweeny, Jr., general sales manager of Magna Theatre Corp., distributors of the film.

The opening at the Rivoli Tuesday night will be marked with a "homecoming" party in front of and inside the theatre.

At the same time Sweeny announced the film will open in four more theatres on Thursday night, Oct. 16, bringing the total theatres in the U.S. and Canada playing the film to 46. New theatres opening the picture on that date are the Town, Omaha; Capitol, Little Rock; Clyde, Fort Wayne, Ind.; and Tower, Corpus Christi, Tex.

15 Cited for Fellow Awards by SMPTE

Fifteen members of the Society of Motion Picture and Television Engineers have been cited for Fellow Awards, it was announced by Dr. John G. Frayne, Westrex Corp., chairman of the Fellow Award Committee.

Those to be so honored at the Fall convention Oct. 20-24 in Detroit at the Sheraton-Cadillac Hotel are as follows: Waldon S. Ball, Philip M. Cowett, Linwood G. Dunn, Raymond B. Dull, Charles P. Ginsburg, Theodore B. Grenier, Carl W. Hauge, Louis Hagemeyer, S. E. Howse, Keith B. Lewis, David L. MacAdam, Herbert W. Pangborn, Burton F. Perry, Douglas Shearer, and Charles S. Stodter.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 84, NO. 69 NEW YORK, U.S.A., TUESDAY, OCTOBER 7, 1958 TEN CENTS

Hits Talent Cost

Skouras Asks Federal Aid ForProduction

Says Film Exports Justify Subsidy; Hits Toll TV

A federal subsidy for the American motion picture and action by exhibitors to secure legislation prohibiting the exhibition of a theatrical motion picture less than five years old on subscription television, are among proposals advanced by Spyros P. Skouras, 20th Century - Fox president, in an interview published in the N. Y. Times on Sunday.

Spyros Skouras

Interviewed in Hollywood by Thomas M. Pryor, Times correspondent, Skouras expounded his Federal subsidy for films idea thusly: "Just as

(*Continued on page* 6)

Fico Bought 4,797 Col. Shares in August

From THE DAILY Bureau

WASHINGTON, Oct. 6. — Fico, the corporation formed several months ago by officers and directors of Columbia Pictures to buy Columbia common stock, bought 4,797 more shares during August, the Securities and Exchange Commission was told.

This boosted Fico's holdings to 35,158 shares at the end of August. The purchases were reported in the latest SEC listing of transactions by

(*Continued on page* 6)

Television Today

Page 5

High School Students Surprise Critics With Serious Attitude Toward Films

By JAMES M. JERAULD

More than 400 correspondents of high school papers met eight of the New York motion picture critics yesterday in a question and answer session on the art of film reviewing, the tendencies of movie production, censorship, sensationalism in advertising and other facets of the general public's attitude as represented by the younger generation.

The students surprised their elders by their seriousness and their clear cut comments at times. The critics gave serious answers to all questions and did not "talk down" to their

(*Continued on page* 4)

UAA Acquires 75% Of AAP Capital Stock

United Artists Associated, Inc., company formed this year to acquire as much as possible of the capital stock of Associated Artists Productions and then its assets and properties in order to carry on the film television

(*Continued on page* 4)

Cerebral Palsy Telethon Slated October 18-19

Emanating from the Ritz Theatre at 219 West 48th Street here, United Cerebral Palsy's eighth annual "Celebrity Parade for Cerebral Palsy" will be held on the weekend of Oct. 18-19 over WOR-TV (Channel 9). The telethon will begin at 11 P.M. Saturday,

(*Continued on page* 5)

Para. Extends Duties of Moore, Mid-East Head

Special to THE DAILY

BOSTON, Oct. 6.—John Moore, Mid-Eastern Division manager for Paramount, has been placed in charge of the company's Boston and New Haven branches while retaining his territories of Philadelphia, Washing-

(*Continued on page* 4)

Special TOA Forum Set To Deal With Product

The product situation will hold the spotlight on Thursday, Oct. 23, at the 11th annual convention of the Theatre Owners of America, at a special forum session on "Better Business Through More Quality Product," it was announced yesterday by the TOA convention committee.

Walter Reade, Jr., former TOA pres-

(*Continued on page* 6)

Shor Named President Of West Va. Allied

Special to THE DAILY

BECKLEY, W. Va., Oct. 6.—Ruben Shor was elected president of West Virginia Allied, at a recent meeting here, it was announced today. Other officers include vice-president, John Goodno; secretary-treasurer, Joe Buffa; national director, Shor; alternate

(*Continued on page* 4)

U. K. Press Reacts Favorably to Rank's 'Rationalisation' Plans

From THE DAILY Bureau

LONDON, Oct. 4 (By Air Mail)—While informed trade comment on the Rank Group's rationalisation plans is unlikely before next Friday's meeting of the Cinematograph Exhibitors' Association's General Council, national press reaction has been generally favourable.

Comments the authoritative "Financial Times":

"The rationalisation is clearly well thought out and there seems no element of panic in it. It is based not so much on the attendances now as on the expected level in three years' time. For the Rank Group, the scheme should have many advantages; it will no longer be competing against itself in many towns, and a supply of good films should be easier to ensure. Moreover, some of the cinemas to be sold have been written down in the books and there is thus the prospect of capital gain.

"Limited though it is to one group this scheme may go some way to-

(*Continued on page* 2)

Tells Sales Meet

Warners Has Best Product Yet: Boasberg

Tells of 32 to Follow 'Old Man and the Sea'

Warner Bros. will release this season the strongest line-up of major motion pictures in its history, Charles Boasberg, general sales manager, told the opening session yesterday of a three - day sales convention in the home office here.

Charles Boasberg

Benj. Kalmenson, executive vice-president of Warner Bros. will deliver the convention's highlight address at today's meeting of sales and promotion executives from districts throughout the United States and Canada. All participants in the convention then will attend the world

(*Continued on page* 3)

Time Costliest Item in 'Old Man' Filming

(Picture on Page 3)

Time was the most costly factor in the $5,000,000 production for Warner Bros. of Ernest Hemingway's "The Old Man and the Sea," which has its world premiere at the Criterion Theatre here tonight, Leland Hayward, producer, and John Sturges, director,

(*Continued on page* 3)

Book 'Auntie Mame' As Hall Christmas Show

"Auntie Mame," starring Rosalind Russell in the Warner Bros. film version of the Broadway stage play, will have its world premiere at Radio City Music Hall as the Christmas film attraction with the famed showplace's celebrated Yuletide stage show, it was announced yesterday by Russell V.

(*Continued on page* 4)

PERSONAL MENTION

MILTON R. RACKMIL, president of Universal Pictures, returned to New York yesterday from Hollywood following 10 days of studio conferences.

•

HARRY MANDEL, assistant to the RKO Theatres president, returned to New York yesterday from a six-day trip to Israel, accompanied by MRS. MANDEL.

•

BRUCE EELLS, exeeutive viee-president of United Artists Television, Inc., has returned to New York following a two-week vacation.

•

HARRY GOLDBERG, Stanley Warner Corp. director of advertising-publieity, returned to New York yesterday from the South Pacific areas and Australia.

•

A. JULIAN BRYLAWSKI, president of the Motion Pieture Theatre Owners of the District of Columbia, is recovering at his home in Washington after a heart attaek.

•

GEORGE HOOVER, international executive director of Varicty Clubs International, of Miami, and BOB BOSTICK, international representative, of Memphis, are attending the meeting of the Variety Club of Oklahoma in Oklahoma City.

•

JERRY PICKMAN, Paramount advertising-publicity vice-president, will return to New York tomorrow from New Orleans.

•

CALVIN C. LEEDER, supervisor of branch operations for Rank Film Distributors of America, will return to New York on Friday from Detroit.

•

JOSEPH FRIEDMAN, Paramount's national exploitation manager, returned to New York yesterday from Los Angeles.

•

SONNY WITZLING, assistant to BERT ORDE, manager of the motion picture department at "Redbook," will leave here tomorrow for London and the Continent.

•

DARRYL F. ZANUCK, producer of 20th Century-Fox's "The Roots of Heaven," has returned to New York from Europe.

•

MAURICE "RED" SILVERSTONE, viee-president of Loew's International, returned to New York over the weekend from London.

Laud U. K. 'Rationalisation'

(Continued from page 1)

wards meeting the problems of the industry as a whole. If even a smaller number of cinemas can be filled, the royalties received by producers may be higher."

The 4 million circulated "Daily Express" also eheered Davis's announcement. Says its film writer:

"Going to a cinema will become again a special outing. It has been obvious for years that if you live for example in North-West London and you cannot get in to see a particular picture, then you have missed it for ever. Unless you are prepared to chase miles to another district.

"I hope that the next decision of Mr. Davis will be to abolish queucing in the rain—and the substitution of cheerful waiting halls."

"A new era in the cinema," was the "London Evening News' " heading. Comments its reporter: "Now is the chance for the big circuit to throw off the cold, impersonal hand of big-business. Now is the time to return to individual showmanship.

Davis will explain his group's plan to exhibitors and producers at dinner functions on Oct. 9 and 15 respectively. The CEA's General Council originally due to meet on Oct. 9 has postponed its meeting until the following day when exhibitors will give full consideration to the plan.

Recognising that the circumstances of the film industry have changed materially of recent years, the Board of Trade does not oppose, in principle, the rationalisation of the Rank Organisation's exhibition interests which entail the disintegration of the Gaumont circuit.

"It will, nevertheless, be necessary for the Board to consider in the light of developments over the next year or two whether the Rank Organisation appears to be achieving an excessive degree of dominance in the film industry.

"You will not expect me to give any undertaking which would preclude the use of the Board's powers under Section 5 (5) of the Cinematograph Films Act if it was felt to be in the public interest to do so," says a letter from the Board's Parliamentary Secretary to John Davis, managing director of the Rank Organisation.

Divisional Sales Meets Planned by Buena Vista

Special to THE DAILY

BURBANK, Calif., Oct. 6.—Buena Vista will conduct a series of regional and branch meetings at domestic offices in order to implement plans for a $3,500,000 promotion campaign covering six films through next fall, it was announced here following conferenees at the Walt Disney Studios, in which executives of the company's production, distribution, TV, charaeter merchandising and music organizations participated.

The six films to be discussed by division sales officials and branch chiefs include "Sleeping Beauty," "Tonka," "The Shaggy Dog," "Darby O'Gill and the Little People," "Third Man on the Mountain," and "The Jungle Cat."

'Ten' Gross $175,000

A total gross of $175,000 for the first week of Cecil B. DeMille's "The Ten Commandments" has been reported by the 18 theatres that make up the latest group in the New York metropolitan area to present special engagements of the Paramount release.

'Big' Does $31,928

"The Big Country," William Wyler-Gregory Peck production, grossed $31,928 for the first four-days of its engagement at the Astor Theatre here, Thursday through Sunday, it was announeed by United Artists.

Blake Appointed Rank General Sales Manager

Foster M. Blake, former Universal Pictures Western Division manager and home office sales executive, has been appointed general sales manager for Rank Film Distributors of America, Inc., it was announced by Kenneth N. Hargreaves, president of RFDA. Blake, who held his Universal post from January, 1950 to early last month, will assume his duties with RFDA on Oct. 20.

A veteran distribution executive, Blake entered the industry in 1926 as a poster clerk for Producers Distribution Corp. He became a salesman for Pathe in 1927, and subsequently was salesman for RKO and Paramount in the Portland and Seattle territories.

He joined Universal as a motion pieture salesman in 1938 at Portland and was named Los Angeles salesman the following year. In 1941 Blake was appointed Universal branch manager in Seattle and assumed the same post for the Los Angeles branch in 1943. Universal named Blake as district manager in 1946, and appointed him Western Division sales manager in 1950, with his headquarters in the home office. He held this post until September, 1958.

'Senechal' Here Monday

DCA's "Senechal the Magnificent," starring Fernandel, will open at the 55th Street Playhouse here on Monday.

'South Pacific' Moves To Rivoli Tonight

"South Pacifie" in Todd-AO will begin its move-over engagement tonight at the Rivoli Theatre. In the opening night audience will be Richard Rodgers, Oscar Hammerstein, Frances Nuyen, Juanita Hall, Ray Walston, Martha Wright, Joshua Logan, Bernard Gimbel, Cleveland Amory, Mrs. Fleur Cowles, Mrs. Searles Whitney, Mrs. Enid Haupt, the Gabors, Eva, Zsa Zsa and Magda, Lanny Ross, William R. Hearst and Pearl Buek.

Navy Nurses to Attend

A detachment of Navy nurses with their director, Captain Ruth Houghton, will attend in uniform. Also on hand will be a group of men of the Armed Forces, attending through the arrangements made by the Soldiers', Sailors' and Airmen's Club, with Mrs. C. M. Tansill, Mrs. Chester LaRoche, Mrs. Godfrey Fletcher and Mrs. Harold Shattuck as hostesses.

Associated-'Kwai' Suits All Reported Settled

Special to THE DAILY

CLEVELAND, Oct. 6. — The breach of eontract suit filed last June in United States Federal Court against Associated Theatres Circuit involving Columbia's "The Bridge on the River Kwai" in ten of the circuit's houses, has been amicably settled. Details of the settlement were not announced. Other similar breach of contraet suits under consideration by Columbia and also involving "Kwai," have all been settled, it was learned.

Mann for 'Spartacus'

HOLLYWOOD, Oet. 6. — Anthony Mann will direct "Spartacus" for Bryna Productions, it has been announced. The film, in color and CinemaScope, will go before cameras in December for Universal.

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Warner Slate

(*Continued from page 1*)

premiere tonight of "The Old Man and the Sea" at the Criterion Theatre.

In his opening address, Boasberg, who is presiding over the convention, said Warner Bros. is filling the exhibitor demand for "top-quality product" and that the company has 32 properties in preparation to follow "The Old Man and the Sea."

"Damn Yankees" has gotten off to a strong start at box-offices across the country, Boasberg added, while "Onionhead" now is moving into regional saturation openings.

Using Wide-Screen, Color

The Warner Bros. sales head pointed out an extensive use of wide-screen and color processes in the program of forthcoming releases: "Auntie Mame," "The Hanging Tree," "Nun's Story," "The FBI Story," "John Paul Jones," "Rio Bravo," "The Miracle," "From the Earth to the Moon" and "Enchanted Island." Important plays and books are being used as the source of a large number of Warner Bros. releases, he added.

Oklahoma Investors Buy T.H. Film-Radio Circuit

Special to THE DAILY

OKLAHOMA CITY, Oct. 6.—A local group of investors has purchased the Consolidated Amusement Co., which includes 18 motion picture theatres on Oahu, Hawaii and Kauai and property on all major islands. The chain is reported worth $8,000,000.

Another major holding is the Hawaiian Broadcasting System, which operates radio and TV stations in Honolulu, Hilo and Maui. Consolidated owns 75.5 per cent of the broadcasting company's stock, and the Honolulu Star-Bulletin owns 24.5.

Purchasing corporation is Hialand Development Corp. of Oklahoma City, a recently organized group of Oklahoma-Kansas investors, and John A. Eagle of Honolulu.

Walsh Speaks Tonight

ALBANY, N. Y., Oct. 6.—Richard F. (Dick) Walsh, IATSE president and chairman of the National AFL-CIO Safety Committee, will be one of the speakers at a dinner meeting of the Governor's Conference on Occupational Health and Safety in the Sheraton-Ten Eyck Hotel ballroom here tomorrow night. Representing George Meaney, president of AFL-CIO, Walsh will talk on "Safety."

Haynes to Chakeres

DETROIT, Oct. 6. — Jack Haynes has resigned from Clark Theatre Service here to join the Chakeres Circuit of Springfield, O., as film buyer. Haynes was with the Butterfield Circuit, outstate exhibitors, for 20 years. Afterwards he moved over to United Detroit Theatres, where he went into film buying for five years, eventually succeeding now-president of UDT Harold Brown, as head of the department.

Leland Hayward (left) and John Sturges, producer and director, respectively of Warner Bros. "The Old Man and the Sea," at a luncheon for film critics and the trade press at Sardi's Restaurant yesterday.

Time Big Item for 'Old Man'

(*Continued from page 1*)

told a press luncheon at Sardi's yesterday.

Sequences in which Spencer Tracy waits for the giant marlin in reality were agonizing—and costly—periods for the production company, as were the later scenes of sharks attacking and devouring Tracy's catch, after it had been made.

Scenes such as those, the producer and director pointed out, could not be controlled, since giant marlin do not appear at a director's bidding, nor do sharks.

Took 2 Years to Make

The picture was in production two years and over $1,000,000 was spent before a start was made, for the purchase of film rights from Hemingway, for Tracy's services and other factors. Side expeditions to waters off Ecuador and the Galapagos Islands in search of game fish, in addition to the main company working in Cuba and off Peru, consumed much time and money before getting anything on film, they related. One side expedition cost $285,000 and exposed 30,000 feet of film in the search for marlin. In all, Hayward estimated, 200,000 feet of film was exposed.

Sturges said he finds the cost embarrassing and wishes in some future life to see the story made for "$200,000 to $1,000,000 for the satisfaction of seeing how such a version would look and how it would be received."

Report Author Pleased

He said he has been told that Hemingway likes the picture, and so, apparently, did his news interviewers at the luncheon.

Also at the luncheon were Meyer Hutner, Warners publicity manager; Charles Cohen, Eastern advertising manager; William Hendricks, studio publicity manager, and Max Bercutt, Warner liaison for the picture.

Charles Moss, executive director of the Criterion, announced yesterday that the advance sale for the reserved seat engagement had reached $41,400. It will have 12 performances a week. However, final policy for national openings of the picture has not been determined. Experience gained with the first reserved seat openings will help decide subsequent policy, it was pointed out.

Will Aid Polio Drive

The Criterion premiere tonight is for the benefit of the March of Dimes. More than 300 notables will be in the audience, with Grover Whalen serving as premiere chairman. Mayor Wagner and United Nations officials have been invited, as well as Governor Harriman, Nelson Rockefeller, Republican candidate for governor of New York; and numerous social and professional luminaries.

Supreme Court Meets

WASHINGTON, Oct. 6.—The Supreme Court held a brief session today devoted to formalities, and will get down to business next Monday. At that time it may announce whether it will hear appeals involving the constitutionality of film censorship laws, the right of states to ban Sunday film showings, and whether divorced circuits must get court approval before acquiring theatres to replace ones lost.

The court has already agreed to hear argument in three other cases of interest to the industry.

Two to Reopen

DETROIT, Oct. 6.—Two Michigan theatres have been outfitted with new projection mechanisms and will reopen this month. They are the Creek, Swartz Creek, Mich., under the new ownership of William E. Mathieu, and the Glen Arah, White Cloud, Mich., where George Chrisen assumes operation.

PEOPLE

J. Henry Somake, formerly director, secretary and legal adviser of Westrex Co., England, relinquished those posts following sale of the company to Litton Industries, to accept an appointment as managing director of Western Electric Co., Ltd., a new organization which will look after Western Electric interests in Britain.

□

Jack A. Farr has resigned as a director of the Texas Drive-in Owners Association to devote his time to business activities outside the industry. His two outdoor theatres will continue to operate and to retain their membership in the association.

□

Irving C. Jacocks, Jr., owner of the Branford Theatre, Branford, Conn., has purchased the Cameo Theatre building, Watertown, Conn., from **Nicholas De Rosso,** owner and manager for the past 25 years.

□

George Rossman, who has been for many years with Clark Theatre Service, Detroit, has resigned to join the Warner Brothers exchange as a booker.

□

Ray Squier, former Connecticut salesman for Universal-International, has joined the sales staff of WNBC, owned-and-operated TV outlet of NBC in West Hartford.

□

Zvi Kolitz, Israeli film producer, while in Detroit participated in the successful Israeli Bond Drive conducted by the Adas Shalom Synagogue.

□

C. Morton Goldstein, chairman of the Maryland State Board of Motion Picture Censors, has been named chairman of the legislative committee of the Safety First Club of Maryland.

□

James Richards has resigned as manager of the Little Theatre in Baltimore.

M-G-M Eliminates Pub. Department in Cleveland

Special to THE DAILY

CLEVELAND, Oct. 6.—The local M-G-M exchange has eliminated its local field publicity and exploitation department which has been handled for the past eight years by F. C. "Manny" Perason.

Henceforth John Johns, formerly of Pittsburgh, now headquartering in New York, will handle the territory on a special assignment policy. Perason has been in the motion picture publicity field for the past 28 years, of which 11 were with Warners, 9 with United Artists and the past 8 with M-G-M.

UAA Acquires

(*Continued from page* 1)

business of AAP, has received enough stock to give UA approximately 75 per cent of the shares currently outstanding. This was announced yesterday by Robert S. Benjamin, UAA chairman of the board.

Shares sufficient to give UA 80 per cent of the stock are expected to be tendered within the coming week, Benjamin added. Thus it will not be necessary to extend the UA invitation beyond the scheduled termination date of Oct. 16, he pointed out.

Contacted by Mail

On Step. 12, each registered security holder of Associated Artists was mailed an invitation, a form of tender, and a comprehensive report setting forth all of the background and financial information regarding Associated Artists and United Artists Associated. At the same time each security holder received proxies and notices of special meetings of Associated Artists stockholders and debenture holders at which appropriate action is to be taken authorizing the acquisition of Associated Artists by United Artists Associated.

The debenture holders meeting was held yesterday at the Crown Trust Company, Toronto, and the stockholders meeting is scheduled for 4:00 P.M., Thursday, Oct. 16 at Associated Artists' offices in Wilmington, Del.

Shor Elected

(*Continued from page* 1)

directors, G. C. Porter, and chairman of the board, Frank Allara.

Named to the organization's board were Roy Letsinger, Ross Filson, Goodno, Joe Joseph, Joe Cogna, Louie Shor, Floyd Price, Joe Buffa, Porter and Shor.

The membership unanimously endorsed Allied's "White Paper" and made plans to set up meetings with Congressmen and Senators. The first meeting of this kind will be held shortly after the elections in Huntington.

ASCAP Meet Today

A show of some of its songwriter members will be given by ASCAP at the United Tavern Owners Association of New Jersey meeting today in Atlantic City, ASCAP's president, Paul Cunningham, has announced.

Students Surprise Critics

(*Continued from page* 1)

audience. Both sides were obviously impressed.

The gathering, the first of its kind, was arranged by Loew's Theatres Educational Service Bureau headed by Ernest Emerling. It was held in the reception room of Loew's Theatres building. Some previous gatherings have been held with stars or directors, but this was the first with critics. Arthur Mayer acted as moderator.

One youngster wanted to know how the critics gauged the quality of acting. Rose Pelswick of the Journal-American replied: "If an actor can make you believe what he is doing, he is a good actor."

Comment on Horror Films

The cycle of horror films elicited a number of questions. One young man said he didn't think they were harmful because they didn't accomplish what they were supposed to accomplish; they turned out to be "comedies."

Dubbing figured in the discussion. Bosley Crowther of the New York Times said he thought dubbing foreign languages into English was an "artificial expedient" which robbed the pictures of some of their "flavor." Alton Cook of the World-Telegram-Sun disagreed and said that most European films were not recorded on the set while being made but that several languages were added later.

Mayer commented at the start that the audience was bigger than had been attracted by stars. Dozens of the youngsters had flashlight cameras and popped flash bulbs with bewildering speed. Many others had notebooks and took down questions and answers in shorthand.

Leading Papers Represented

The critics present were: Paul Beckley, Herald-Tribune; Kate Cameron, Daily News; Alton Cook, New York World-Telegram; Bosley Crowther, New York Times; Leo Mishkin, Morning Telegraph; Rose Pelswick, Journal-American, and Archer Winsten, New York Post.

After about two hours of questioning refreshments were served. Each high school correspondent received an invitation to attend "Onionhead" at the Capitol Theatre.

Schulman, de Tanko Return from Europe

Hans Schulman, independent film producer, and Boris de Tanko, his associate, have returned here from a month-long trip to Europe in search of story material. Among their acquisitions are the rights to the life of the late John McCormack and a stage play which is at the present time a success in Paris.

First film the men plan to place into production is "Blood on the Rising Sun," based on a book published by the de Tanko organization. Also on the list is "The World's Orphan," a story of the life of Christ, which de Tanko wrote.

Schulman and de Tanko stated they will publish in book form first all the stories they intend later to film. This, they feel, will help immensely in exploiting their properties.

'Paris' 10th Birthday

The Paris Theatre here, completely redecorated, will mark its 10th anniversary with a buffet luncheon for invited guests in the theatre lounge on Friday.

Paramount Extends

(*Continued from page* 1)

ton, Pittsburgh, Cincinnati and Cleveland. This announcement was made today by Hugh Owen, vice-president of Paramount Film Distributing Corp., at an exhibitor-press meeting held to describe the company's future production and releasing plans. The affair was held at the Sheraton Plaza Hotel.

Sees Enthusiastic Reaction

Owen told the luncheon guests that Paramount has been flooded with favorable reactions to its "faith in the future" meetings of which there will ultimately be some 100 worldwide. Luncheon arrangements today were handled by Arnold Van Leer, New England field representative.

MONTREAL, Oct. 6.—Fifty exhibitors representing every circuit-owned and independent theatre in the Province of Quebec attended Paramount's "faith in the future" luncheon-meeting at Ruby Foo's Restaurant here today and reacted with enthusiasm to the disclosures of Gordon Lightstone, Paramount Canadian general manager.

TOKYO, Japan, Oct. 6. — More than 120 leading Japanese exhibitors and motion picture critics and columnists will gather at the Nikkatsuo Hotel here on Friday for a Paramount Pictures "faith in the future" luncheon-meeting that will climax two days of company product conferences. The big exhibitor-press-Paramount gathering, expected to be the largest film industry marketing-merchandising meeting ever held in Tokyo, will be the first of a series set for several major Asian cities at which George Weltner, Paramount vice-president in charge of world sales, will preside.

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REVIEW:

Menace in the Night

United Artists-Gibraltar

HOLLYWOOD, Oct. 6

This British import should find satisfactory reception as a program filler, despite the lack of marquee names. The performances by Clifford Evans as an inspector, Vincent Ball, a newspaper reporter, Criffith Jones, Eddie Byrne, Leonard Sachs and Victor Maddern, plotters of a 250,000 pounds robbery and attractive Lisa Castoni, a witness to the robbery, are delivered with sufficient sincerity to overshadow the cliches.

The screenplay by Norman Hudis and John Sherman, produced as a Gibraltar Production by Charles A. Leeds, and directed at a lively pace by Lance Comfort, focuses its attention on the threat to Miss Gastoni or her little sister's life if she discloses the identity of the robbers. She finds it convenient not to remember any faces in Evans' file, but changes her mind when Vincent Ball, who has developed a personal interest in her, forces her to meet the widow of the driver of the mail truck killed in the caper.

Jones, who masterminded the plot, is forced to kill one of the crime partners, and tries to get his barber, who deals in illegal passports, to arrange passage for him and the remaining two cohorts. The plan to escape with the money backfires as the two try to elude Jones with their share of the loot, and the police run Jones into a trap that causes him to lose a race with the raising of the Tower Bridge. Jones dies as his car plunges into the water below.

Running time, 78 minute. General classification. Release, in October.

SAMUEL D. BERNS

'Auntie Mame'

(*Continued from page* 1)

Downing, president of the Music Hall, and Benj. Kalmenson, executive vice-president of Warner Bros.

The Technirama-Technicolor production, in which Miss Russell recreates the title role she originated on the stage, will be the sixth Warner Bros. release to be presented at the Music Hall this year. The others are: "Sayonara," "Marjorie Morningstar," "No Time for Sergeants," "Indiscreet" and the theatre's next attraction, "Home Before Dark."

New Drive-In Open

HARTFORD, Oct. 6—George and Brooks LeWitt and Leonard Meyers and Judge Harry N. Jackaway, owners of the Lakeside Realty Company, have finally opened Connecticut's first outdoor theatre construction of 1958, the 1,500-car capacity Berlin Drive-In, approximately six miles south of Hartford.

Completion was delayed for more than five years by zoning problems, litigation, inelement weather this past spring and summer and even a meadowlark nest that interrupted spring grading for a week.

Palsy Telethon

(*Continued from page* 1)

and continue through 4:30 P.M. Sunday.

Included in the array of stars who have agreed to appear on the 18-hour show are: Morey Amsterdam, Ed Begley, Martin Block, Connee Boswell, Barbara Britton, Stan Burns, Bennett Cerf, Alan Dale, Georgia Gibbs, Burl Ives, Eva Gabor, Hy Gardner, Hal Jackson, Dennis James, Candy Jones, Nick Kenny, Jerry Marshall, Eloise McElhone, Kathryn and Arthur Murray, Jan Murray, Bess Myerson, Jimmy Nelson, Jane Pickens, Dorothy Sarnoff, Arnold Stang, Harvey Stone, Betsy Von Furstenberg, Earl Wilson, Jack Paar, Elaine Malbin, Robert Merrill, Denise Lor, Joe E. Lewis, Mike Wallace and Lowell Thomas.

Children to Appear

Appearing in special feature demonstrations with cerebral palsied children will be Virginia Graham, Miriam Hopkins, Theresa Wright, Jane Pickens and Ralph Edwards. Tony Cabot and his orchestra will provide music during the entire telethon.

Herman Maier Dies; Was S-W Executive

Funeral services will be held tomorrow at 1 P.M. for Herman R. Maier, chief engineer in charge of construction and purchasing for Stanley Warner Corp. at the Frank E. Campbell Funeral Church, 81st St. and Madison Ave. Maier died suddenly on Sunday at his home in Manhattan.

Maier was in the steel business before he joined the Fred T. Ley Co., becoming head of the department of design and supervision of building construction. While supervising the erection of the Warner Bros. building at West 44th St. he so impressed Harry M. Warner with his ability that the latter persuaded Maier to join Warner Bros. as chief of construction.

Worked on 100 Theatres

During period of nation-wide theatre expansion, Maier supervised the building and renovation, not only of more than 100 theatres, but also the erection of many film exchange structures and the re-construction of the company's short subject studio in Brooklyn. When the divorcement of theatres from the studio occurred, Maier remained with the theatre chain.

Maier was born in New York Oct. 8, 1890. He is survived by his widow Muriel, his son, James Brown, and two sisters, Mrs. Amalie Sheridan and Mrs. Emma Kolesch.

NTA Gets 'Question'

Distribution rights for the United States and Canada to the motion picture "A Question of Adultery" have been acquired by National Telefilm Associates, Inc., it was announced yesterday by Oliver A. Unger, NTA president. The picture will be released nationally in this country in January by NTA Pictures, Inc., marking that company's entry into the first-run motion picture market.

Mich. Game Telecast 'Not a Big Success'

Special to THE DAILY

DETROIT, Oct. 6. — Despite the tremendous publicity the closed circuit TV showing of the Michigan State-University of Michigan football game received—due to the attempt to block it legally—theatres reveal attendance was something less than an unqualified success. However, as one manager put it, the result was good enough to warrant trying again. The game was shown here at the Fox, Royal and Wyandotte theatres, Light Guard Armory, and in eight other cities. There were quite a few reasons for the non-sell-out that are apt not to happen again. First, 76,000 fans were taken out of circulation at the game in East Lansing. Second, the World Series was available at the same time on any TV set in home or bistro. Third, the Seattle-California game was being simultaneously televised. Fourth, there were five other fairly important games being played within a 90-mile radius.

Reception Only Fair

Reception at the theatres was not as good as expected. It is hoped this technical deficiency will be corrected when and if another large circuit closed telecast of a game is scheduled.

Managers also point out that admission was three dollars across the board. Although automotive will be free of strikes for three years, the last of the contracts were only signed this week. That hasn't given 200,000 unemployed time to get back to the bench and lathe to start collecting salaries with which to purchase the high-priced ducats.

Taped 'Divorce Court' Makes New York Bow

The era of large-scale tape syndication in television is at hand with the premiere, last Friday night over New York's WPIX, of Guild Films' "Divorce Court," weekly one hour series originally produced by KTTV, Los Angeles.

While there have been exchanges of taped shows between individual stations before, this is believed to be the first time that a taped show has been made available in regular syndicated channels.

"Divorce Court" already has been sold to six stations and is part of a deal for two more series which originated with KTTV. According to John J. Cole, Guild president, the company has plans for distribution of 13 taped shows, including a police series, "Time and Place," the pilot of which already has been sold to the ABC network.

Cole, in announcing last month the formation of Synditape, Inc., subsidiary to handle all of Guild's tape operations from production through syndication, said that the taped shows would cost stations approximately 60 per cent of what they would pay for comparable filmed shows.

Television Today

Gobel Show Set for 'Stereophonic' Sound

"Stereophonic" sound will be broadcast to the largest audience in its history when a stereo-simulcast of "The George Gobel Show" is precented over the NBC Television Network and the NBC Radio Network on Tuesday, Oct. 21 (8-9 p.m., EDT). The Gobel alternate-Tuesday telecasts —in color—are sponsored by the Radio Corporation of America throughout the season.

The Oct. 21 program will be heard in "stereophonic" sound through the combined facilities of television and radio stations in 107 cities. It is estimated that the television audience will number between 40 and 50 million viewers. In addition, the program will be received in monaural sound on television alone in some 40 cities and on radio alone in some 80 cities.

Two Sets of Sound Signals

From the Gobel show's studio in Burbank, Calif., one set of sound signals—picked up by a microphone on one side of the stage—will be transmitted over the television audio channel. Another set of sound signals —picked up by another microphone at the opposite side of the stage—will be carried separately over the radio sound channel. The combination of these two sets of signals produces "stereophonic" sound for the listener or viewer. To receive the stereo effect, the viewer should place an AM radio about eight feet to the right of his television set.

H & B Productions Will Expand Studios

From THE DAILY Bureau

HOLLYWOOD, Oct. 6.—H & B Productions, producers of the "Ruff and Reddy" cartoons and the new "Huckleberry Hound" TV series are planning extensive expansion of their studios, it was announced today by George Sidney, president of the firm.

With the creation of the two cartoon series plus additional programs currently on the drawing tables, William Hana and Joseph Barbera, vice-president of the company, are presently negotiating for further space. The cartoon company currently employs over 200 employees. This is expected to be increased appreciably before the end of the year.

Extend Stereocasts

Stereocasts of "The Plymouth Show, Starring Lawrence Welk" (Wednesdays, 7:30-8:30 P.M.) on ABC Television and ABC Radio are being extended to 75 cities this month. The broadcasts were launched in five cities (New York, Detroit, Chicago, San Francisco and Los Angeles) on Sept. 10 and as a result of their success, were extended to Washington and Philadelphia on Sept. 17.

BBC Pushes Production Of U.K. Films for TV

From THE DAILY Bureau

LONDON, Oct. 3 (By Air Mail)—The British Broadcasting Corp. is "doing all that it can to stimulate production of British films for television," says the just-published annual report of the Corporation.

Eyes Overseas Market

The dependence of British television on the 30-minute films originally made for showing on American television is regarded as unsatisfactory. "The corporation hopes that during the coming year substantial advances will be made which will increase the flow of British material, not only on to television screens in this country but also overseas in the form of exports," it was stated.

During the year under review, about 10 per cent of the corporation's television programme output consisted of material of American origin.

BBC Has Two-Million Lead

Commenting that "sound broadcasting still reaches a larger public than does television—on an average day 22 million, excluding children, heard 'something on sound' as compared with some 20 million who saw TV," the report says: At the end of the year the number of persons, excluding children who would normally be viewing BBC television at any moment in the evening, was approximately 5,200,000.

The number viewing commercial television was estimated at 3,100,000.

'Secret' on U.S. Steel

"Secret in the Family' will oo-star Faye Emerson and Edward Andrews, on the U. S. Steel Hour Wednesday, Oct. 22, at 10 P.M., EDT, via channel 2.

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Schenck Firm Reactivated To Produce Verne Story

From THE DAILY Bureau

HOLLYWOOD, Oct. 6.—"Journey to the Center of the Earth," Jules Verne classic, will be produced as a motion picture by Joseph M. Schenck Enterprises, Inc., in association with 20th Century-Fox, it was announced today by Buddy Adler, executive producer at Fox, and Bernard Schwartz, vice-president of the Schenck organization.

The film, marking the resumption of production interests for Schenck, will be produced by Charles Brackett on a scale reported "without precedent."

Skouras Asks

(*Continued from page* 1)

the railroads, the airlines, the shipping business or other means of communication and agriculture are supported by the United States Government, I feel that, in view of the great service rendered to the American public on a world scale the motion picture is an agency of communication that should endure for the good of the country, and its theatres should be helped by protective legislation and supported. Let me add that practically all the motion picture industries of the world are subsidized by their governments."

Sees Influence at Apex

Skouras observed that "The motion picture business today has a greater purpose and value as an American instrument of expression than at any other time in its history because of the international political situation. For that reason it must be supported in order to maintain its present superior position throughout the world and be seen everywhere it is permitted to go.

"Peoples of the world desire to see American motion pictures in preference to any other. Therefore, it is my opinion that the future of American motion pictures is very promising despite its great difficulties in overcoming the competition of television."

Plan for Subscription TV

Of toll TV, he said: "The exhibitors —their theatres represent a tremendous investment—should see that legislation is enacted that will prohibit, either through the F.C.C. supervised channels or through cables of a common carrier such as the A. T. & T., the exhibition of a motion picture until five years after its theatrical release. Then it could be made available to the networks and exhibited as at present at no cost to the public.

"If films are permitted to be exhibited first run on toll TV it will destroy the theatres and this will eventually destroy motion picture production as it is constituted today. Then, instead of making as many pictures annually as we do today, possibly only 25 to 30 would be produced each year and our position internationally in this vital respect would be lost because films made for television woud not be suited to the theatres of the world."

Decries Big Star Salaries

Skouras also expressed himself strongly on star salaries and other compensation, saying "the pathetic part of it is their contribution is not commensurate with the money we pay them. These high salaries are due to the tremendous competition that exists on the talent market today. This is economically unsound for a thriving industry, much less one that is struggling to remain alive. The company presidents and production heads must be released from the bondage that tradition imposes upon them requiring expensive casts in every subject. If films are cast suitably and roles played competently by qualified players, the public will accept them. This is the way to create fresh personalities, because roles make the star and very seldom does the star make the role."

REVIEW:

Blood of the Vampire

Eros—Universal

SO-CALLED HORROR FILMS have their own peculiar fascination for many among the large body of motion picture audiences, and the use of color adds a new and distinctive measure of excitement and presumably enjoyment to the horror film. In this instance, good production values added to the use of color make for a first class job, in its genre.

Produced in England by Eros Films, Ltd., "Blood of the Vampire" offers good performances by players largely unknown in this country. However, in the case of this particular species of film fare, it is doubtful that the lack of important "known" cast names will make any difference in the end result.

Robert S. Baker and Monty Berman produced the film from a story and screenplay by Jimmy Sangster. The direction of Henry Cass is a good, workmanlike job throughout, with the emphasis where it will do the most good in furthering the over-all effect. This is, in effect, a new twist on the vampire theme, and the developments of the plot engender a goodly portion of excitement, suspense and action, with the occasional spicing of a measure or two of spilled blood. And, of course, spilled or spilling blood is very much more entrancing for the horror devotee when it appears on the screen in "live" or "living" color.

The film opens with the "entertaining" sequence of the execution of a 19th Century doctor as a vampire by the simple device of a stake driven through the heart, which, as everyone knows who has any wit at all, is the only safe, sure way to dispose of a vampire. But this one has a faithful servant, a misshapen, ugly chap who rescues his master from the grave, and with the aid of an unscrupulous physician, repairs him with a borrowed heart. Some years later a young doctor, trying an unsuccessful transfusion, is tried and convicted of murder, and is spirited from one prison to another for the criminally insane, operated, of course, by the scientist with the borrowed heart.

The young doctor's fiancee seeks to clear him, while he is named assistant to the scientist, conducting ostensibly harmless blood tests. The suspense, excitement and action mark the closing sequences, as the girl becomes the prison governor's housekeeper to aid her fiance, her ruse is discovered and the two are trapped in the doctor's secret laboratory. They free themselves and make their escape, while the vampire meets death at the teeth of his own vicious prison dogs, accidentally released by his own servant.

For those who like their horror films, and apparently there are a great many of them, this should be satisfactorily "horrible." Universal plans to release the film in conjunction with "The Monster on the Campus." Running time, 87 minutes. Adult classification. Release, in November.

CHARLES S. AARONSON

Coast AFM Is Planning Series of NLRB Actions

By SAMUEL D. BERNS

HOLLYWOOD, Oct. 6. — Charging discrimination against musicians who are supporting the American Federation of Musicians and opposing the Musicians Guild of America, Eliot Daniel, president of Musicians Local 47, AFL-CIO, disclosed today to the press that this will be one of series of NLRB actions directed against major motion picture producers and MGA.

Newly 500 musicians employed by major motion picture studios, representing half of members which voted in the NLRB bargaining election, have signed a petition under the act calling for a secret ballot election to deny the guild the right to negotiate or administer union security provisions in their contract with the majors.

Specific charges involved the action of 20th Century-Fox against musician Alan Robinson, although the charges also claim discrimination against additional musicians who are being "forced to join MGA," on the basis that the "condition of employment requires musicians to become members of MGA prior to the 30th day following the beginning of such employment."

W. J. Bassett, secretary of the Los Angeles Central Labor Council, announced today that the council and the State Federation of Labor have instructed their attorneys, George Bodle and Charles Scully, to seek permission from Superior Court to appear as friends of the court in the hearing scheduled for tomorrow testing right of the federation to try certain members on charges filed against them. Ray Toland and Charles Butler have filed suits in Superior Court to enjoin the federation from holding hearings to determine whether they are in violation of federation constitution.

Bassett claims "If the injunction is sought by the plaintiffs should be granted, democratic processes set up within unions for the protection of members would be destroyed. It would permit outside agencies to sponsor actions by individuals leading to disruption of union operations."

TOA's Forum

(*Continued from page* 1)

ident and head of Walter Reade Theatres, will chairman an all-morning session which will be divided into three segments. The first will deal with "The Product Outlook" in which release schedules will be reviewed; the second with "Distribution Plans for Better Business," during which distribution company executives will discuss their company's plans; and the last with "Specialized Foreign Film Prospects."

Distribution company executives expected to attend and take part in the discussions include Alex Harrison of 20th Century-Fox; Maurice Goldstein, Allied Artists; Abe Montague, Columbia; James R. Velde, United Artists, and Kenneth M. Hargreaves, Rank Film Distributors.

Fico Purchases

(*Continued from page* 1)

officers and directors of film companies.

Individual holdings in Fico have not been revealed, but it has been stated that not all officers and directors hold equal amounts of shares.

Stanley Warner Cinerama Corp. reported disposing of 169,370 shares of Cinerama Inc. common, having exchanged them on a share-for-share basis for shares of Cinerama Production Corp. Stanley Warner Cinerama Corp. was left with 605,836 shares at the end of August.

Benjamin Thau reported selling his entire 11,300 shares of Loew's Inc. common during August. Twentieth Century-Fox president Spyros Skouras acquired 12,800 shares of Fox common through exercising stock options, boosting his holdings to 22,800 shares. James A. Van Fleet reported selling 1,500 shares during June, dropping his holdings to 500 shares.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 84, NO. 70 NEW YORK, U.S.A., WEDNESDAY, OCTOBER 8, 1958 TEN CENTS

Studio, Too

Loew's Is Back On Profitable Basis: Vogel

Expects No Proxy Fight; Thanks the Stockholders

Loew's, Inc., is back in the black with the studio, as well as all other company enterprises, contributing to the profits, Joseph R. Vogel, president, declared in a statement issued to the press yesterday.

Joseph R. Vogel

In consequence of the company's improved position, Vogel said he does not believe there will be a proxy fight. Although his statement did not elaborate, he ap-

(*Continued on page 4*)

Cites S.D. Campaign as Aid to Orderly Release

Special to THE DAILY

SIOUX FALLS, S. D., Oct. 7.—The promotional campaign devised by a Sioux Falls circuit executive to launch the reopening of the State Theatre here was hailed as an outstanding ex-

(*Continued on page 2*)

AB-PT Would Withdraw Theatre Case Appeal

From THE DAILY Bureau

WASHINGTON, Oct. 7.—American Broadcasting-Paramount Theatres has asked the Supreme Court to dismiss its appeal questioning whether divorced circuits must get court approv-

(*Continued on page 4*)

Big Turnout for W.R. Chest X-Rays Here

A total of 4,213 employees of the amusement industry in this area were given chest x-rays as part of the national health program of Will Rogers Memorial Hospital conducted locally for four days. Facilities were set up at eight places in Manhattan, Bronx, Brooklyn and Long Island last week with the focal point at the Hotel Astor in Times Square.

In the overall national campaign 22 exchange cities have reported their surveys as completed or scheduled this year.

Distribution Angle Balks N.T. Acquisition of NTA

From THE DAILY Bureau

WASHINGTON, Oct. 7.—Officials of National Theatres and National Telefilm Associates are discussing with the Justice Department possible solution to a consent decree problem growing out of National Theatres' acquisition of NTA.

The problem is posed by the fact that NTA is distributing some old films for theatrical exhibition, and the 20th Century-Fox consent decree prohibits NT from film production or distribution. The problem will be some-

(*Continued on page 4*)

Bonwit Patrons Can Charge 'Roots' Tickets

Tickets to the reserved seat engagement of Darryl F. Zanuck's "The Roots of Heaven" at the RKO Palace here can be purchased on a charge account at Bonwit Teller's a unique plan placed into effect here. Announcement of it was made jointly yesterday by Walter Hoving, president of Bonwit's, and Sol A. Schwartz, head of the theatre circuit.

Descriptive literature and order blanks are now being sent to thousands of regular charge patrons informing them that tickets for the film may be ordered by return mail or at any of Bonwit's three metropolitan

(*Continued on page 2*)

Plans Set into 1960, Krim Says

U. A. to Boost Major Feature Releases 75%

Will Have 29 Top Films Next Year, Compared with 17 in '58

A 75 per cent increase in United Artists' major feature releases in 1959 over this year when it released 17 in that category, was announced yesterday by Arthur B. Krim, president.

Arthur B. Krim

The product will represent an increase in box office potential as well as in numbers, he said.

U.A. will continue to release a total of 36 to 48 features per year, depending on the number of smaller budget pictures it believes the market can absorb. Numerically this

(*Continued on page 4*)

U.A. Quarter, 9-Month Grosses at New High

United Artists third quarter gross revenue from theatrical distribution amounted to $23,678,505, which set a new record for the company both for an individual quarter and for a third quarter, Arthur B. Krim, president, reported yesterday. In the cor-

(*Continued on page 4*)

Stellings Sees Start of B-B's Radio by Dec. 1

The radio portion of the business-building campaign may be started by Dec. 1 for a three-month run on a budget of about $250,000, Ernest Stellings, president of Theatre Owners of America, said yesterday in a

(*Continued on page 2*)

REVIEW:

The Perfect Furlough

U-I—CinemaSope

ROARS OF LAUGHTER from a preview audience drowned out whole sections of the rapid fire dialogue in this new Universal comedy. Outrageous in its premise but frequently raucously funny in execution it stars the versatile and astonishingly busy Tony Curtis and his wife, Janet Leigh with, for good measure, Linda Cristal, a new South American eyeful with a talent for comedy, Keenan Wynn and Elaine Stritch.

Curtis, an Army corporal with a justified reputation for conquest in the field of love, is chosen, with some juggling of the poll, to be the subject of an Army morale experiment. At the suggestion of Miss Leigh,

(*Continued on page 4*)

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PERSONAL MENTION

HAROLD HECHT, president of Hecht-Hill-Lancaster, left New York yesterday for London.

•

ERIC JOHNSTON, president of the Motion Picture Association, had a long, unofficial talk with Soviet Premier NIKITA KHRUSHCHEV on Monday in Moscow, where Johnston is negotiating for an exchange of films, according to a report received in London by the Soviet News Agency Tass. Khrushchev also introduced Johnston to members of his family and they had dinner together, the Agency said.

•

DAVID O. SELZNICK will leave New York today aboard the "Queen Elizabeth" for London.

•

RICHARD BROOKS, M-G-M director-writer, has returned to Hollywood from Europe.

•

ALFRED HITCHCOCK and CARY GRANT have left New York for Wasco, Cal., final shooting locale of M-G-M's "North by Northwest."

•

JAMES RAMSEY, author of "Windom's Way," has arrived in New York from England.

'Old Man' Opening Nets 'Dimes' Drive $10,000

The National Foundation's March of Dimes is $10,000 richer today as a result of having been the beneficiary last night of the world premiere of Warner Brothers' "The Old Man and the Sea" at the Criterion Theatre here.

The gala opening of the film version of the Ernest Hemingway story, covered by radio, TV, newsreels and newspapers, attracted one of the most distinguished audiences ever to attend a film premiere.

Roxy Signs Nelson

The Roxy Theatre management has signed Mervyn Nelson to stage and direct forthcoming Roxy stage presentations, it is announced by managing director Robert C. Rothafel. As his first assignment, Nelson will work under the personal supervision of Bob Rothafel on the forthcoming stage show titled "The 49th Star," staged as a salute to Alaska. "The 49th Star" is scheduled to open late in October with the feature film "The Last Hurrah," starring Spencer Tracy.

Columbia Division Gets 30 New Mexican Films

Columbia Pictures has acquired 30 new Mexican films for its special unit devoted to distribution of such product in the U. S., it was announced yesterday by Donald McConville, general manager of the division. A deal was signed with Mexico Films, S.A., a firm recently organized by Gabriel Alarcon, Carlos Plaza Izquierdo and Eiruque Ponce to produce and distribute Mexican product.

The 30 pictures obtained under the new contract supplement the program acquired by the Columbia domestic distribution setup from Columbia International and other sources.

Bonwit Patrons

(*Continued from page* 1)

area stores. As an added convenience a ticket booth is being installed at Bonwit's Fifth Avenue store, while tickets will also be sold at all counters in the Manhasset and White Plains stores.

Orders for tickets from Bonwit Teller patrons, at regular box office prices, will be charged to their accounts without extra cost. Persons placing orders at any of the three stores will be given order forms, with seat locations specified, for presentation at the RKO Palace box office.

Tickets are being offered from Oct. 16, following the gala Oct. 15 world premiere of the CinemaScope-De Luxe color attraction for the benefit of The Lighthouse.

Stellings Sees

(*Continued from page* 1)

press interview here at TOA headquarters.

Additional contributions were obtained at a recent meeting in St. Louis, Stellings said, and another meeting was held in New York Monday at which three additional pledges of $1,000 a month were obtained. At the present time the exhibitor fund on hand is about $150,000 with a total of $165,000 from this source promised before the TOA convention at Miami, Oct. 21.

Distributors' permission to limit the campaign to the radio phase only must still be obtained, however.

Stellings said he was still convinced that if the radio campaign gets started the rest of the business-building project will "sell itself." He said it will be necessary to revise the format of the programs, because those prepared some months ago were intended for summer use.

Plans for the purchase of post-1948 films to keep them away from TV have progressed to the point where it will be possible to present the project to the TOA convention at Miami, Stellings said. The plan envisages the formation of a non-profit organization which will take title to the films. The non-profit plan will remove a tax burden from the prospective income.

Bonds will be issued to the distributors and these will be paid for out of income. The distributors who have distributed the films will continue to do so.

S.D. Campaign

(*Continued from page* 1)

ample "of what exhibitors will do if given quality product every month of the year" by Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres, here today. Hyman addressed a special meeting of exhibitors and distributors on latest developments in the program for orderly distribution of product which he and Leonard Goldenson, AB-PT president, have sponsored.

The local showman referred to was Cliff Knolls, city manager here for the Minnesota Amusement Co. Hyman said his campaign for the reopening of the State served not only to launch the picture chosen as the first attraction "but focused attention upon the theatre and the movies played in it for a long time."

Release Schedules Distributed

Copies of the latest release schedule compiled by Hyman in the interests of orderly distribution were distributed at the meeting today. He noted one change: 20th Century Fox's "Rally Round the Flag, Boys!" has been taken out of the contemplated Thanksgiving release and will go out instead on Feb. 22. In addition that company will release "The Diary of Anne Frank" for three special engagements at the year end holidays in New York, Chicago and Los Angeles on a two-a-day basis, Hyman said.

In a reference to the national business building campaign Hyman said he considers it a "tragedy" that it "appears to be bogged down." If it does not recover, he added, "I urge that individual areas emulate Detroit and carry out local campaigns in their own territories."

Name Panel Members

Panel members for the Sindlinger ticket-selling workshop which Mike Simons will conduct as the first day business session of the annual Tri-States Theatre Owners convention in Memphis Monday were announced yesterday. The convention will be at the Chisca Hotel. Panelists will include Harold H. Brown, president, United Detroit Theatres; Andrew M. Sullivan, Jr., city manager, Dixie Drive-In Theatres, Savannah, Ga.; Dale Tysinge, city manager for Jamestown Amusement Co., Zanesville, Ohio, and Charles O. Terwilliger, MacFadden Publications.

New Company Formed To Release Thru Fox

From THE DAILY Bureau

HOLLYWOOD, Oct. 7.—Associated Producers, Inc., new independent company, has been formed for production of $250,000 to $750,000 budget films for release through Twentieth Century-Fox. The company has 14 to 16 features planned to augment Twentieth's '58-59 program and fill the gap opened by removal of Regal Films' smaller budget productions from the Twentieth line-up.

Heading the new company are George Warren, former M-G-M production cost comptroller, and William Magginetti, who will act as production supervisor, with Harry Spaulding functioning as story editor. Robert Lippert will act as liaison between API and Twentieth.

'Alaskan Highway' in Work

API states it is aiming at "solid dramatic properties, backed with selling titles and attention getting exploitation for every type of theatre in the United States." Production of "Alaskan Highway," its first project, was launched yesterday, with current scheduling planned for one API film per month starting in January.

Seven other projects are in preparation. Four of these will be made in CinemaScope and color. Three films, each costing $500,000 will be made in Europe, the first of these being "The Alligator People." The second will be "Return of the Fly."

API owns Zoe Akins' "The Sad Horse," "Here Come The Jets" and "The Little Savage," and will start filming the latter in Mexico next week.

6 Para. Meets Today

An estimated total of 500 exhibitors and newsmen today will attend Paramount "faith in the future" luncheon-meetings in six major U.S. and Canadian cities—Dallas, Philadelphia, Portland, Ore., St. Louis, Milwaukee, and Calgary—where company sales executives will set forth the extensive production program with which Paramount is underwriting its optimism in the future of the film business. Today's gatherings will bring to 21 the number of exhibitor-press-Paramount luncheon-meetings held in the U. S. and Canada alone since Sept. 25 when the series was inaugurated in Toronto by George Weltner, Paramount Pictures vice-president in charge of world sales.

Du Mont Ups Tanner

Eugene J. Tanner, associated with Allen B. Du Mont Laboratories since 1956 in supervisory financial control capacities, has been named controller of the company.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasury; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

"YOU CAN HOLD THIS FOR A LONG TIME!"

ROBERT TAYLOR
Powerful in his toughest role!

The producer of famed "Love Me or Leave Me" has made a new, searing-hot drama of the toughest city in the world in its wildest days. "PARTY GIRL" has just had a sensational Preview in California. It's rough, raw and ready to bring its drama of girl-crazy, gun-mad characters to the nation's thrill-loving public. A money movie.

LEE J. COBB
Magnificent portrait of ruthless power!

CYD CHARISSE
Torchy, terrific, a great performance!

M-G-M presents

PARTY GIRL

Starring

ROBERT TAYLOR
CYD CHARISSE
LEE J. COBB

in CinemaScope and METROCOLOR

JOHN IRELAND · with KENT SMITH · CLAIRE KELLY · COREY ALLEN · BARBARA LANG · MYRNA HANSEN

Screen Play by GEORGE WELLS · Based on a Story by LEO KATCHER · A EUTERPE PRODUCTION

Directed by NICHOLAS RAY · Produced by JOE PASTERNAK

M-G-M BACK ON TOP IN '58!

UA's Releases

(*Continued from page* 1)

is the same as in previous years. Hence, with the major features increasing in number from 17 this year to 28 next, exclusive of "Around the World in 80 Days," the earnings potential of the schedule becomes correspondingly stronger.

Moreover, Krim said, U.A. is well along in planning for its 1960 schedule, a total of 16 productions having been listed to date. The company's target in that planning, he said, is a substantial increase in major releases over 1959. The expectation is the schedule for 1960 also will number 48.

'Reassuring News'

"Coming on top of the momentum United Artists has achieved this year," he observed, "it should be the most reassuring news exhibitors could ask for."

Krim said including "80 Days" U.A. had promised exhibitors in trade ads that it would release 17 major productions in 1958. The company is meeting that promise, he said, and of the 14 major productions already released this year, seven will gross in excess of $3,000,000 domestically. He identified them as "Witness for the Prosecution," "God's Little Acre," "Kings Go Forth," "The Big Country," "The Defiant Ones," "The Vikings" and "80 Days." Near the $3,000,000 mark will be "Legend of the Lost," "Run Silent, Run Deep" and "La Parisienne." Still to be released are "Separate Tables," "Man of the West" and "I Want to Live."

All 'Actualities,' He Says

Krim said that a new U.A. ad to appear in the trade press before the end of the year will list a minimum of 28 major releases, not counting "80 Days," for release in 1959, and all are "actualities," not possibilities. He described the list as putting U.A. in the strongest product position in its 40-year history.

He listed these 18 finished pictures: "Separate Tables," "The Horse's Mouth," "I Want to Live," "The Fearmakers," "Pork Chop Hill," "Anna Lucasta," "Lonelyhearts," "Escort West," "The Rabbit Trap," "Man in the Net," "The Naked Maja," "Cry Tough," "The Devil's Disciple," "Woman and the Puppet," "Ten Seconds to Hell," "The Last Mile," "Timbuctu," "Gunfighters of Abilene," and the following now shooting: "Alias Jesse James," "Some Like It Hot," "Shake Hands with the Devil" and "Solomon and Sheba."

Eleven Ready for Filming

Ready for filming, he said, are these: "Odds Against Tomorrow," "Orpheus Descending," "Spartacus and the Gladiators," "The Unforgiven," "The Horse Soldiers," "On the Beach," "Cast a Long Shadow," "Hole in the Head," "Wonderful Country," "The Summer of the 17th Doll" and "Take a Giant Step."

Among those on the 1960 list are: "Two for the Seesaw," with Elizabeth Taylor; "The Way West," James Stewart, Burt Lancaster and Kirk Douglas; "A Terrible Beauty," Robert Mitchum; "My Sister and I," Audrey Hepburn; "Admiral Halsey Story," James Cagney; "Inherit the Wind," Spencer Tracy; "The Alamo," John Wayne; "The Magnificent Seven," Yul Brynner; "Kimberly," Burt Lancaster, and "West Side Story," "By Love Possessed," and others.

U.A. executives who attended the news conference, other than Krim, included Robert Benjamin, board chairman; vice-presidents William Heineman, Max Youngstein, Arnold Picker and Herbert Golden, and James Velde, Roger Lewis, Mort Nathanson, David Picker and Fred Goldberg.

The Perfect Furlough

(CONTINUED FROM PAGE 1)

Army psychologist, the morale of Curtis' group—on a monotonous Arctic assignment—is to be improved by giving the winner of the poll a perfect furlough—three weeks in Paris with the girl of his choice.

The girl turns out to be Miss Cristal, sultry movie star whom Curtis has admired from afar. The ensuing tangle in Paris is bawdily funny but never slow as Curtis seeks to elude Miss Cristal's and his own guards, abandons the chase when he finds she is secretly married, a secret leading to embarrassment when it is discovered she is pregnant, and finally weds Miss Leigh, a development the audience has been expecting all along but nevertheless is delighted to discover.

The French farce flavor is broadly applied, the comedy lines are never subtle, and the situations are manifestly absurd, but Blake Edwards' direction keeps the whole thing moving so fast that the laughs fall without time for analysis.

In addition to Curtis' engaging portrayal of the swaggering and occasionally wistful Corporal Hodges, there is excellent support by Miss Stritch as the acid and slightly cynical publicity representative assigned to Miss Cristal and by Wynn as the fictional star's personal manager. A delicious bit is contributed by Marcel Dalio and Jay Novello as romantic French wine-makers.

The picture is handsomely mounted, photographed in Eastman color and CinemaScope, with costumes and settings befitting the Parisian flavor.

Robert Arthur was producer and Stanley Shapiro wrote the original screen play.

Running time, 93 minutes. Adult classification. Release, January, 1959.

JAMES D. IVERS

U.A. Grosses

(*Continued from page* 1)

responding period in 1957, the gross was $18,476,637.

U.A.'s worldwide gross for the first nine months of 1958 was $56,938,150, compared with $48,115,010 for the similar 1957 period.

Krim estimated that U.A.'s gross for 1958 should exceed $80,000,000, which would set another high for the company. Last year's worldwide revenues amounted to $70,008,242, which also was a new high for the company. Fourth quarter releases and pictures now in release, he said, make him confident that his prediction for the full year will be realized.

"The revenue figures and the company's uninterrupted record of increasing earnings over the past seven years lead to the conclusion," Krim said, "that there is considerable strength and life in the motion picture business if projects are selected with utmost care."

AB-PT Would Withdraw

(*Continued from page* 1)

al for acquiring theatres to replace ones lost through accident or commercialization.

Court approval of the request is a formality, and will undoubtedly be announced next Monday. AB-PT's request presumably arises from the fact that since its appeal it has received court approval to acquire the theatre involved in the original case.

AB-PT wanted to acquire a theatre in Elgin, Ill., to replace one lost there. It argued it did not need court approval, and when New York District Court Judge Palmieri ruled that it did, it appealed to the Supreme Court. Later, however, it asked Palmieri to okay the acquisition, showing it would not injure competition. Palmieri did okay the acquisition, and now the circuit has withdrawn its appeal. This means the broader question posed by the appeal must await determination in some later case.

Distribution Angle

(*Continued from page* 1)

what aggravated by NTA's announcement yesterday that it is entering the first-run film distribution field.

Circuit officials and the government are considering what must be done in the way of amending the decree to cover NTA's theatre distribution activities; no problem is presented by NTA's other activities, it was reported. One possible solution would be for National Theatres to forego licensing rights for its own theatres on films distributed by NTA, but Justice officials refused to say whether this seemed the likeliest solution. If this were adopted for reissue films, it could easily cover also the first-run problem.

Loew's in Black

(*Continued from page* 1)

peared to refer to financial district reports that the proposal to spin off the picture company instead of the theatre company to satisfy the divorcement provision of Loew's Federal consent decree could lead to a proxy contest between management and the Jerome Newman—Louis Green forces on the Loew's board that have made the proposal.

MOTION PICTURE DAILY on Sept. 29 reported Green's belief that no proxy contest is in prospect at the present time.

Vogel reiterated his management's policy against liquidation of any major assets of the company and thanked the stockholders for giving him and his associates the time required to return Loew's to profitable operations.

Statement Requested

He said his statement was being issued in response to requests for interviews received from the trade press and financial journals. "I do not believe it would serve the best interests of the company for me to speak out on all matters at this time," he said. "I do want to mention several."

His statement in full follows.

"With respect to a proxy fight, I do not believe there will be any proxy fight. The progress of the company will be fully documented at the end of the current quarter when figures are released to our stockholders in accordance with our usual practice. However, I want our stockholders, employees, and the industry to know that our company is again profitable. Our studio in Hollywood, which I regard as our prime asset, is making money, notwithstanding any uninformed reports to the contrary. Hollywood is contributing to the profits. It is not eating up the profits of the company from other activities as it did in the past. In fact, all our enterprises are now profitable.

'Rehabilitation, Not Liquidation'

"I want it plainly understood that my associates and I assumed our positions in Loew's to rehabilitate, not liquidate, our greatest potential earning asset—the MGM studios. We advised the stockholders at the last meeting that we believed, if given a brief opportunity to dedicate ourselves to the problem, we could turn the earnings picture at the studio around. I am grateful to the stockholders for having given us that time. I am more grateful to be able to report that even in this brief period, their faith and judgment have been justified by the new earnings of MGM.

"I am indeed confident of the future."

Ferrero to Columbia

Leo Ferrero, former newspaperman and Warner Brothers publicist, has joined Columbia Pictures' home office publicity department to handle special work in connection with the company's forthcoming "The Last Hurrah."

"THE OLD MAN AND THE SEA" WINS N. Y. OVATION IN WORLD PREMIERE

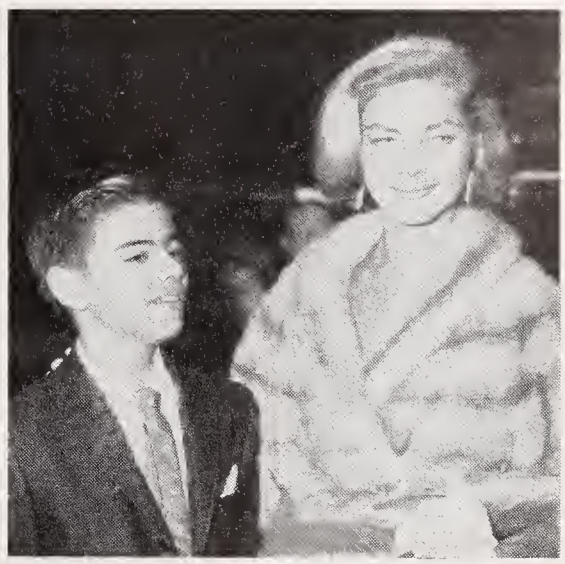
"THE OLD MAN AND THE SEA," the long-awaited Warner Bros. motion picture release based on Ernest Hemingway's Nobel and Pulitzer Prize-winning story, had a brilliant world premiere last night at the Criterion Theatre on Times Square for the benefit of the National Foundation's March of Dimes. The gala opening, brought to the world by radio, press and TV, attracted a distinguished audience that included more than 300 celebrities from all fields. Starring Spencer Tracy, the WarnerColor film will open next at the Astor Theatre in Boston, the Coronet in San Francisco and the River Oaks in Houston. The Leland Hayward production, directed by John Sturges, is being presented on a reserved-seat basis.

Crowds line streets to greet celebrities at the premiere.

Larry Morris, Mr. and Mrs. Charles Moss and Benj. Kalmenson.

Jules Lapidus, Mr. and Mrs. Sam Goodman and Charles Moses.

Director John Sturges and Mrs. Sturges.



Felipe Pazos and Lauren Bacall.

Producer Leland Hayward and Mrs. Hayward.

The whole world of entertainment is coming to LIFE

On December 17th, LIFE's special 2-in-1 issue raises the curtain on the rollicking world of U. S. performing arts. In the tradition of LIFE's great double issues—*Christianity*, *The American Woman*, *America's World Abroad*—LIFE's year-end *Entertainment* issue will give readers an exciting insight into an important feature of American life.

You go behind the scenes of the vast, multi-million dollar enterprise that is U.S. entertainment—circus, records, the dance, television, jazz, movies, professional theater and amateur play-making.

And LIFE brings you the stars as you've never seen them before—Kim Novak, Rock Hudson, Fred Astaire, Danny Kaye, Marilyn Monroe and Gene Kelly, who perform specially for LIFE. Articles by some of the top thinkers and writers in the whole world of entertainment.

This special year-end LIFE issue makes a wonderfully exciting setting for advertising. It offers a remarkably effective way to get your selling message to your best prospects just when Christmas shopping is their big concern. And many readers keep LIFE's special issues to refer back to again and again. And here's an extra Christmas bonus—LIFE's special issues have a larger circulation than any others.

Reserve space in LIFE's *Entertainment* issue now—four-color closing, Nov. 3rd; black-and-white, Nov. 17th.

And you can use LIFE's unique fast-closings at a 10% premium for this issue, too. Give us your black-and-white or two-color plates Dec. 10th . . . your four-color plates Nov. 24th . . . and be selling in the big *Entertainment* issue of LIFE.

Only LIFE gives you so much . . . so swiftly, so surely

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 84, NO. 71 NEW YORK, U.S.A., THURSDAY, OCTOBER 9, 1958 TEN CENTS

No Decision Soon

IRS Studies Tax on Films Made for TV

Two Alternatives Weighed For Standardized Method

By J. A. OTTEN

WASHINGTON, Oct. 8. — An internal Revenue Service ruling on a standardized method of taxing earnings on films made for television is a long way off, the majority of observers believe.

They think it will probably be late spring or early Summer before the IRS can get down to business on the question.

The IRS recently concluded several days of taking information from television film producers, networks, and other parties, but still feels it needs a good many more details on the structure and practices of the in-

(*Continued on page* 4)

SPG Endorses Right to TV Re-Run Payments

The executive board of the Screen Producers Guild has endorsed a report from its television committee which takes the position that "the television film producer has a moral right to re-run or residual payments at least as strong as the writer, director and ac-

(*Continued on page* 5)

File Suit in Chicago Ban Against 'Laurent'

Special to THE DAILY

CHICAGO, Oct. 8.—The Trans-Lux Distributing Corp. has filed a complaint in U. S. District Court here seeking an injunction against the City of Chicago to restrain its agents from

(*Continued on page* 6)

Television Today Page 5

'Times' Review Rebutted

Wide Trade Interest in Reviews Of W.B.'s 'Old Man and the Sea'

By SHERWIN KANE

Trade interest in the kind of public and critical reception awaiting Warner Bros.' "The Old Man and the Sea," which has been running high because the picture is both different and costly, was further stirred with the appearance of the first reviews in the metropolitan dailies and some national magazines yesterday.

The metropolitan newspaper critics were strongly and evenly divided, pro

(*Continued on page* 4)

Outline Promotions for Upcoming WB Product

(Picture on Page 3)

The advertising-publicity-exploitation program that will back the company's strong line-up of major releases was advanced yesterday at the closing session of Warner Bros.' three-day sales convention at the home office here. Gil Golden, national advertising manager, set forth the immediate campaigns and long-range plans to support the 32 properties to follow "The Old Man and the Sea."

Dick Lederer, assistant national ad-

(*Continued on page* 3)

Dismissal Is Denied in Music Trust Fund Suit

A decision denying either dismissal or postponement in the petition of Trustee Samuel R. Rosenbaum for a court determination in support of the Music Performance Trust Funds of the recording industries has been entered here by Justice Henry Epstein of the

(*Continued on page* 4)

See U.K. Approval of Automatic Projection

From THE DAILY Bureau

LONDON, Oct. 8.—The effect of a new safety regulation now in operation here indicates Home Office approval for Projectomatic and similar systems of automatic projection in British theatres.

The new regulation states that the

(*Continued on page* 2)

New Producing Firm Sets 12 in Argentina

From THE DAILY Bureau

HOLLYWOOD, Oct. 8.—Formation of Barclay Films International with completed arrangements for production of 12 color features in Argentina for world distribution during the coming three years was announced today

(*Continued on page* 6)

Safety Measures Vital to Industry, Walsh Tells Harriman Conference

Special to THE DAILY

ALBANY, N. Y., Oct. 8.—"The theatrical industry had to come into existence through safety."

Thus declared Richard F. Walsh, president of the IATSE, vice-president of AFL-CIO and chairman of that national organization's safety committee, at last night's dinner meeting of the Governor's conference on occupational health and safety.

Walsh, who spoke with Governor Averell Harriman and Norman R. Baker, president of the New York State Society of Newspaper Editors, said, "I am connected with the theatrical industry. Everybody knows that the theatrical industry had to come into existence through safety. Because of theatre fires, some of them costing

(*Continued on page* 6)

Exchange Cutbacks About Ended: Walsh

Special to THE DAILY

ALBANY, N. Y., Oct. 8. — The cutback on the country's film rows "has been substantial, but I believe it has about run its course," Richard F. Walsh, IATSE president, said here today.

Making no attempt to dismiss its impact on exchange employees, the

(*Continued on page* 6)

At Convention

Allied Will Stress Local B-B Programs

Kirsch Sees National Plan 'Dormant' Until Spring

Special to THE DAILY

CHICAGO, Oct. 8.—With the all-industry business building plan "dormant" and no such program on a national scale likely to get underway "until next spring," exhibitors must intensify their efforts on a local level and a special workshop on that subject has been scheduled for the national convention of Allied States Association next week, Jack Kirsch, general convention chairman, announced today. The convention will be at the Morrison Hotel here Oct. 13-15.

The special business building workshop will take place on Tuesday, Oct. 14, as part of a "three-pronged attack on the current unsatisfactory state of the motion picture business." Others include the usual film clinics and a seminar on concessions.

All industry members having ideas

(*Continued on page* 2)

'Horse's Mouth' Preview Set at Astor for WAIF

"The Horse's Mouth," a Knightsbridge Films produetion starring Alec Guinness for United Artists release, will be shown at a special preview at the Astor Theatre here on Nov. 12 for the benefit of the Women's Adoption International Fund. "The Big Country," the theatre's current tenant, will resume showings on the following day.

WAIF is an international relief or-

(*Continued on page* 6)

Two Eliminated Awards Restored by Academy

From THE DAILY Bureau

HOLLYWOOD, Oct. 8.—Restoration of two awards which had regularly been voted until last year was announced today by George Stevens, president of the Academy of Motion Picture Arts and Sciences.

The Academy board of governors

(*Continued on page* 6)

PERSONAL MENTION

PANDRO S. BERMAN will leave Hollywood late this week for New York.

•

M. SPENCER LEVE, National Theatres vice-president in charge of theatre operations, will leave Los Angeles shortly to attend the Miami Beach convention of Theatre Owners of America.

•

LORD MOUNTBATTEN, First Sea Lord of the British Admiralty, now on an inspection tour of U. S. naval bases, will be the guest of the AMPP in Hollywood on Monday at a luncheon in the Beverly Hilton Hotel.

•

JAMES MACARTHUR, star of Walt Disney's "Third Man on a Mountain," will return to New York on Oct. 17 from London.

•

HARRY COTTON, district manager in Philadelphia for Alexander Films, has become a grandfather for the fourth time.

•

LOUIS FORMATO, M-G-M Southern sales manager, was in Atlanta this week from New York.

•

RICHARD RICHMAN, of Columbia Pictures' home office publicity department, has returned to New York from Hartford.

•

BUFORD CRANCH, manager of Loew's Vendome Theatre, Nashville, has returned there from his vacation.

•

EILEEN COHEN, daughter of LEON COHEN, operator of the Vine Street screening room in Philadelphia, has announced her engagement to BUDDY PALMER of Connecticut.

•

ISADORE M. RAPPAPORT, head of the Rappaport Theatres in Baltimore, and MRS. RAPPAPORT, have left there for a tour of Europe.

•

CHARLES SIMPSON, vice-president of Capital Releasing Corp., Atlanta, has left there on a business trip to Tennessee.

•

MORRIS ROSENTHAL, retiring manager of Loew's Poli, New Haven, was honored by his friends there this week at a testimonial luncheon.

•

RONALD N. BENNETT, son of RICHARD BENNETT, executive aide in the Paramount home office treasury-accounting department, will be married in the spring to PHYLLIS ANN KRASNER.

Allied for Local B-B Drives

(*Continued from page 1*)

to contribute are invited to participate in the business workshop, Kirsch said. "Dwindling attendance," he added, "is the root of our troubles. Unless we can reverse the downward trend in this particular, no other reforms can save us."

There are several factors entering into the conclusion that no national business building campaign can possibly begin before next spring, he pointed out. Included are the fact that the drive-in season is drawing to a close and local campaigns are already in progress in numerous metropolitan areas.

Up to the Individual

"Therefore," Kirsch continued, "for the next seven or eight months, and perhaps indefinitely thereafter, all business building activities not tied to particular pictures will have to be carried on by exhibitors without help from the film companies. Following a fast-growing pattern promotional work will be carried on by individual exhibitors with respect to their own theatres and the attractions shown therein and by the established exhibitor associations with respect to the movies and theatres in general—institutional advertising, that is.

"At Allied's 1957 convention held at Kiamesha Lake a special session was designated for the development and exchange of ideas on business building. It was the first 'business building' clinic and was a tremendous hit. The only complaint was that not enough time was allotted so everyone could have his say. Exhibitors freely revealed their pet schemes for boosting attendance which revealed much original thinking and ingenuity.

"The business building workshop we have planned in connection with the Chicago convention will come at an opportune time. The exhibitors will have had another year's experience in striving to keep their doors open and will have many new ideas to swap with fellow-exhibitors from all over the country.

Leaders Will Advise Delegates

"The alert, interested, resourceful exhibitors are the ones who attend Allied conventions and they are the ones who have the best ideas and most useful information to impart. Moreover, most of the successful regional promotional activities have been in Allied territories and the leaders who organized and carried on those campaigns will be on hand to tell how it was done and how they paid off."

Further comment on the agenda for the film clinics cannot be made until plans are completed, the convention chairman said today, but pointed out they would stress theatre operational problems.

Concessions Clinic Oct. 13.

The concessions clinic will take place Monday, Oct. 13, with Spiro J. Papas of Alliance Amusement Company acting as chairman. Featured will be ideas on the effective merchandising of candy, popcorn, and soft drinks by a panel of experts in the field.

Pinanski Reorganizing ATC Circuit Manpower

Special to THE DAILY

BOSTON, Oct. 8. — Samuel Pinanski, president of American Theatres Corp., today announced that a reorganization of the company's manpower is being accomplished so that a more detailed concentration of theatre operations will take place, to the end that "by working together in real team-play fashion the experienced manpower of the organization can bring about much needed economies in the theatre operations in the field."

U.K. Approval

(*Continued from page 1*)

operator in charge of a projection room may, from time to time, leave the projection room for a period not exceeding 15 minutes and without leaving an assistant in charge. This concession is conditional on three main factors:

There must be no inflammable films on the premises other than film stored locked up in accordance with the regulations; the operator must remain in the immediate vicinity; and the projectors must be automatically controlled as to cut-off and the sounding of alarm signals "immediately upon the untoward occurrence" such as, the film breaking or stopping; the projector stopping or operating at less than half its normal speed; failure of any switch controlling the projection light or driving motor; or electrical supply failure.

Automatic control equipment must be tested once a year and a certificate of its condition sent to the appropriate licensing authority.

Big Book Promotion For 'I Want to Live'

An international book promotion has been concluded with Signet Books in conjunction with the Figaro, Inc., production, "I Want to Live," it was announced by Roger H. Lewis, United Artists national director of advertising, publicity and exploitation.

The new book, which will be distributed in 22 countries on four continents, is a novelization of the Nelson Gidding-Don Mankiewicz original screenplay for the picture. Promotional campaign will provide national and foreign support for the UA release at 300,000 newsstands, drug stores, book shops, cigar stores and department stores throughout the world.

F. W. Brunelle Dies

HARTFORD, Oct. 8.—Frederick W. Brunelle, 60, manager of the Ridgeway Theatre, deluxe Stamford, Conn., first run, for the past two years, is dead. He held posts with the Century Circuit, Walter Reade Theatres, Lockwood & Gordon Enterprises and Consolidated Theatres, the circuit which operates the Ridgeway Theatre.

Shartin Replaces Smith For Paramount in S.L.C.

Arnold Shartin has been promoted by Paramount to Salt Like City branch manager, replacing Frank Smith, who has retired because of ill health, Sidney Deneau, Western sales manager, announced yesterday. Shartin, who moves up from Los Angeles branch salesman, will take over his new post on Monday.

The new Salt Lake City branch manager joined Paramount in 1950 as a booker for the Minneapolis territory. The following year he was named Minneapolis branch office manager and head booker. He was appointed Los Angeles branch salesman in May, 1955.

Salt Lake City is in Paramount's western division, which is headed by H. Neal East.

'Ones' Gross $33,805

Stanley Kramer's "The Defiant Ones" registered a "huge" $33,805 for its second week at the Victoria Theatre here, United Artists said yesterday. The drama rolled-up the biggest first-week gross in five years at the Broadway showcase, according to UA.

Fred C. Dickely

CHICAGO, Oct. 8. — Fred C. Dickely, division manager of Altec Service Company's Central Division office here, died of a heart attack while on a business trip in St. Louis, on Monday. A veteran in the business, and well known in theatrical circles throughout the country, but especially in Chicago and Detroit, Dickely started with ERPI in 1928, holding various supervisory positions, until the formation of Altec, when he became division manager in Chicago.

India Official on Coast

HOLLYWOOD, Oct. 8.—Rishi Dev Purie, head of Bap Films, Ltd., distributors in India for American International Pictures, has arrived in Hollywood for conferences and co-production discussions with James H. Nicholson and Eamuel Z. Arkoff, AIP officials.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasury; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

WB's Product

(*Continued from page 1*)

vertising manager, joined Golden in the presentation of campaign plans for the forthcoming releases, as did Charles Cohen, eastern advertising manager. Both Golden and Lederer came to the convention from their headquarters at the Warner Bros. studios in Burbank, Calif.

Publicity and promotion campaigns were announced by Meyer Hutner, national publicity manager, who was joined by studio publicity manager Bill Hendricks and field exploitation manager W. W. Brumberg. Max Bercutt, western field representative who is on special assignment as sales and promotion liaison for "The Old Man and the Sea," also addressed the meetings.

Participating in the advertising-publicity-exploitation discussions were district field representatives Frank Casey of Chicago, George Fishman of Washington, D.C., Kevin Genther of Dallas, Don Walker of Kansas City, J. D. Woodard of Atlanta and Al Dubin of Toronto, together with Ernest Grossman, Herbert Pickman and Bernard M. Serlin of the field exploitation department.

Stern, of Coast V.C., Given National Honor

From THE DAILY Bureau

LOS ANGELES, Oct. 8.—The Boys Club of America tonight paid tribute to Ezra E. Stern, Los Angeles attorney, who is chairman of the local Variety International Boys Club, for his 10 years of outstanding service in the field of national and local boys club endeavor.

Presentation to Stern of the Boys Club Medallion was made by John Gleason of New York City at a dinner held in the Disneyland Hotel, including a day-long workshop for members of the boards of directors of boys clubs in the Southern Pacific Coast region.

Stern and Lloyd C. Ownby, chairman of the heart committee of Variety Club, Tent No. 25, are responsible for the operation of Variety International Boys Club in East Los Angeles, an organization which furnishes vocational and recreational facilities for some 3,000 boys from age 7 to 19. Louis Diaz is the club's director.

Remove Legal Block to Columbus Car Garage

Special to THE DAILY

COLUMBUS, O., Oct. 8. — The Tenth District Court of Appeals refused to declare invalid the act of the Ohio Legislature, which created the five-man Underground Parking Commission, thus removing a legal block to the erection of the 1,056-car garage beneath the State House yard in the heart of the downtown theatre district. Attorney General William Saxbe had asked the court to have the act set aside as unconstitutional. Commissioners expect to begin construction early in 1959, if no further legal snarls develop.

Gil Golden (left), national advertising manager, Charles Boasberg, general sales manager and Bill Hendricks (right), studio publicity director, discuss campaign plans on "From the Earth To The Moon," one of the Warner Bros. releases discussed at the company's sales convention here yesterday. Golden and Hendricks came from the Coast to participate in the full-scale meetings.

Navy League to Sponsor 'Torpedo Run' Bow

From THE DAILY Bureau

WASHINGTON, Oct. 8. — The U.S. Navy League will sponsor the world premiere here of MGM's "Torpedo Run."

The picture's star and producer, Glenn Ford and Edmund Grainger, will appear in person when it opens Oct. 23 at Loew's Capitol Theatre. Both will be honored by the Navy League in stage ceremonies on opening night and will receive an "award for meritorious service" to be presented by Navy League President Admiral John J. Bergen.

Secretary of the Navy Thomas Gates will attend the premiere, along with other high-ranking government and diplomatic corps representatives.

Screen Cartoonists To Hold 6th Festival

From THE DAILY Bureau

LOS ANGELES, Oct. 8.—The sixth annual Screen Cartoonists Guild Film Festival will be held Friday night, Oct 17, at the Sheraton-West Hotel, here, it has been announced by Bill Perez, president of the independent craft union.

The annual show is a non-competitive event representing the work of the bulk of the commercial animators and many of the entertainment cartoonists in the Los Angeles area. The film festival was begun in 1953 to promote the work of the Guild's membership to television advertisers, advertising agencies and members of the film industry.

Crescent House Closed

NASHVILLE, Oct. 8.—The Crescent Amusement Co. has closed its Woodbine Theatre in suburban Woodbine.

Pickman Begins Talks On Para. Promotion

A series of Paramount promotion executives' conferences keyed to the company's current worldwide "faith in the future" marketing and merchandising meetings was begun yesterday at the home office by Jerry Pickman, vice-president in charge of advertising, publicity and exploitation, upon his return from Los Angeles. Pickman was with George Weltner, Paramount Pictures vice-president in charge of world sales, at the recent big exhibitor-press-Paramount gatherings in New York, Toronto and Los Angeles.

Herb Steinberg, Paramount studio publicity director, arrived in New York yesterday with Pickman for the home office conferences. Martin S. Davis, executive assistant to Pickman; Joseph Friedman, national exploitation manager, and Burt Champion, publicity manager, are participating in the promotion parleys.

50 Regional Openings Slated for 'Runners'

"The Gun Runners," starring Audie Murphy, Eddie Albert, Patricia Owens and Everett Sloane, has been set for 50 regional openings in the United States and Canada, starting Oct. 12, it was announced by United Artists.

Among key cities figuring in the nationwide bookings are Buffalo, Charlotte, Dallas, Jacksonville, Los Angeles, Milwaukee, Baton Rouge, New Haven, Detroit, Chicago, Cleveland, Denver, Pittsburgh, Toronto, Calgary and Montreal.

Will Reactivate AFRC

Edward Baumgarten, president of Regal Films, is planning to reactivate Associated Film Releasing Corp. to continue making films under his own independent production unit in Hollywood.

PEOPLE

Arthur H. Lockwood of Brookline, Mass., president of Lockwood & Gordon Enterprises, has been unanimously selected to be the recipient of the "Great Heart Award" presented annually by the Variety Club of New England to the person who has done "the greatest amount of good for the greatest number of people."

□

Jack Pope, Louisiana exhibitor, has purchased the Princess Theatre (indoor) and the Lion Drive-in, both of Winnsboro, La., from **George H. Blam.**

□

Harry Belafonte is conferring with MGM here on plans for "The World, the Flesh and the Devil," formerly titled "End of the World," in which he stars with **Inger Stevens** and **Mel Ferrer.**

□

Donald Crisp is meeting the press in Cleveland today to give facts and figures on Columbia Pictures' forthcoming "The Last Hurrah." At the same time, and for the same purpose, **Jane Darwell** and **Ricardo Cortez,** also members of the cast, are busy in Columbus.

□

Samuel Bronston, producer of "John Paul Jones" for MGM, is conferring in London with **John Farrow,** director, on plans for their next European production.

□

Joe Martin, manager of the advertising staff of the "Philadelphia Daily News," has been named manager of the Locust Theatre, neighborhood house in that city.

Kenin Asks 8 Majors For Employment Truce

HOLLYWOOD, Oct. 8.—Herman D. Kenin, president of the American Federation of Musicians, AFL-CIO, today sent the following telegram to the Association of Motion Picture Producers and eight major studios:

"American Federation of Musicians hereby urgent requests that you cease requiring membership in Musicians Guild of America as a condition of employment pending resolution of issues raised by unfair labor practice charges filed yesterday with NLRB and by petition for de-authorization filed in behalf of some 500 musicians in the bargaining unit. Your immediate reply to this request will be appreciated."

The telegram, signed by Kenin, transmitted from Los Angeles upon his instruction, was addressed to Charles Boren, executive vice-president of AMPP, and the presidents of Allied Artists, Columbia, Walt Disney Productions, Loew's, Inc., Paramount, 20th Century-Fox, Universal and Warner Brothers.

'Rally Round the Flag' Set for S. F. Festival

Special to THE DAILY

SAN FRANCISCO, Oct. 8. — The American candidate in the San Francisco International Film Festival for 1958 is "Rally Round the Flag" from 20th Century-Fox, it was announced today by Irving M. Levin, executive director of the festival, which will run from Oct. 29 to Nov. 11 in the Metro Theatre here.

Deny Dismissal

(*Continued from page* 1)

New York Supreme Court against a group of defendants including some 40 New York musicians, nine record manufacturers and 13 TV film distributors.

To the defendants' plea that the New York court should refrain from acting until final determination of lawsuits brought against the Trust Funds in California, Justice Epstein noted that "various aspects of this matter have been up and down the judicial ladders of California" and that there is "no compelling or even persuasive reason to force the trustees to submit to the jurisdiction in California and abandon the jurisdiction in New York. . . ."

Benefits for All Seen

Further, the opinion said: "The benefits of the trust are for all musicians in the country and not just those in California or those employed in making recordings. These are undisputed facts which weigh heavily on the conscience of the court when the trustee brings this proceeding in New York for a declaration of his status and the validity of the trusts."

Commenting on the litigated question of California jurisdiction over Trustee Rosenbaum, Justice Epstein observed that "to compel the New York trustee, not a party to the California actions or subject to its jurisdiction to go 3,000 miles to submit to a jurisdiction and there to litigate matters, all of whose activities are centered in New York, does not appeal to this court. . . ." Further, the opinion noted that "California concededly has no personal jurisdiction over plaintiff (Trustee Rosenbaum) and could not therefore exercise control over plaintiff's funds in New York."

Background Traced

Commenting on the history of the Trust Funds in his 6,500-word decision, Justice Epstein observed that the Federation of Musicians, in prompting the establishment of the Funds had "sought to relieve the ravages of technological unemployment resulting from commercial use of recorded music. . . . Ultimately agreements were reached with manufacturers of recorded music and television film distributors whereby trust funds were established to enhance employment opportunities for musicians; to educate the public in the appreciation of 'live music'."

Justice Epstein's determination to rule without unnecessary delay upon Trustee Rosenbaum's plea for a court definition of his rights is clearly indicated: "That a controversy exists which calls for prompt adjudication cannot be disputed," the decision said.

The trust funds have been a persistent target, in and out of court, of Cecil Read, leader of the dissident musicians' group in Hollywood that is challenging the Federation of Musicians there.

Trade Interest Strong in WB's 'Old Man'

(*Continued from page* 1)

and con. Some of the critics, the trade noted, appeared to go out of their way to register an adverse reaction. Most often mentioned was Bosley Crowther's underscoring of sea footage which he believed was "shot in a studio tank." Leland Hayward, producer of the film, says less than five per cent of the sea footage in the film was shot at the studio.

Crowther's N. Y. Times review said in part: "And here is another shortcoming: an essential feeling of the sweep and surge of the open sea is not achieved in precise and placid pictures that obviously were shot in a studio tank." And: ". . . even some fine shots of a marlin breaking the surface and shaking in violent battle are deflated by obvious showing on the process screen."

Newsman Queries Invited

The day before the world premiere at the Criterion Theatre, Hayward and John Sturges, director of the film, had lunch with newspaper and trade paper reviewers to afford the writers an opportunity to ask questions about the picture. Some of the questioning brought out the information that the hooking of the marlin and the subsequent shots of its struggle were actual pictures of the capture of the largest marlin catch of record. The footage was purchased from Alfred Classel, a wealthy Texas sportsman, who, when he goes after game fish off the coast of Peru, takes a professional cameraman with him.

Actually, to other sportsmen and the initiated, that footage is the most real and memorable in the picture, Warner officials who have attended numerous screenings of the film for special audiences report.

Surprised comment also was heard that Crowther's review seemed superficial and appeared to make no serious attempt to appraise what is new and different in the film version of the Ernest Hemingway story.

One experienced Broadway theatre operator said: "This is the first time I can recall that there is basis for a legitimate quarrel with a Crowther review. Let's not kid ourselves; most of the time he's right. But in directing his review mainly to the technical side of the film, and being guilty of misstatements in that area, besides, no one can say he's not off base in this instance."

Answered by Hayward

Hayward, questioned about the "studio tank" footage on which Crowther's review placed emphasis, said that only close-ups of Tracy—"at most, five per cent of the total sea footage" —were made in a studio tank. "It was the most practical and effective way of getting what we were after," he commented.

As he had at the luncheon with the critics on Monday, Hayward related that the time spent striving for genuine sea and fish footage stretched the period the picture was in production to two years and its cost to $5,000,000. Much of this, he reiterated, was accounted for by special companies sent to sea off Nassau, Panama, Hawaii and the Galapagos Islands.

Otherwise, Crowther's review gave "credit" to Hayward "for trying something off the beaten track"; Spencer Tracy for a "brave performance," and Dimitri Tiomkin for a musical score that he found the picture's "one element of eloquence."

Among other metropolitan reviewers, Alton Cook in the World Telegram and Sun found it a "blend of rhapsody and vivid drama. With a long run in prospect. An epic of rousing hardihood and valor. The shadows of next spring's Oscar awards are hovering all around it."

Miss Cameron Enthusiastic

Kate Cameron of the Daily News gave it three stars and said Tracy is "fascinating to watch. Considered as a stunt film, the picture has merit and is of interest to movie-goers, as Tracy manages to keep the attention of the audience. . . ."

Paul Beckley in the Herald-Tribune said Hemingway's story "has been made into one of the great films of our generation. Tracy's performance is a classic. The hard, bloody beauty of his duel with the sharks is one of the most pitiful and yet triumphant passages on film."

Justin Gilbert in the Mirror said: "Both the beginning and end leave something to be desired. But when Tracy commands the screen alone, the picture turns into an absorbing drama filled with an impact and tug that should easily land any movie-goer."

'Honorable Attempt to Do Right'

Archer Winsten of the Post called it "an honorable attempt to do right by Hemingway's prize-winning novel. Nothing has been added. . . . This observer must confess a very slight interest in fishing, thereby indicating a jaundiced eye."

Rose Pelswick of the Journal-American said: "Rarely is a story given so faithful a screen translation. It's a picture of great integrity." But, she said, "what is eloquent in book form" can "tend to wear pretty thin when transferred to an entirely different medium. The cameras provide a succession of stunning shots of sea and sky lensed in the waters off Cuba, the Bahamas, Peru, Ecuador, Panama, the Galapagos and Hawaii."

Reviews in current issues of national magazines are uniformly good thus far. Most noteworthy are those in Life, Look, The Saturday Review, Newsweek and Films in Review.

Advance Sale Reported Good

Charles Moss, managing director of the Criterion, termed the advance sale for the picture good, but believes no accurate appraisal of the picture's business strength can be made until after the weekend. He noted that a large part of the ticket sales for "South Pacific" at the same theatre were made an hour before the start of every show and said it is too early to know whether the same pattern will be followed in the case of "Old Man." If it is, on top of the advance sale, the picture would be in for a long run.

Charles Boasberg, Warners general sales manager, said there is unusual exhibitor interest in the picture and offers and guarantees being received for it are exceptional.

Pathescope to Make Berlitz Film Series

A special Pathescope production crew leaves for Paris this week to film a 40-lesson French language series, based on the Berlitz method of language teaching in full color.

Under a 15-year agreement recently signed between Pathescope Company of America and Berlitz Publications, Inc., the French series and other Berlitz languages will be filmed by Pathescope and made available to schools, colleges, industrial corporations and government departments involved in language teaching and training. The French course will be available on or about Jan. 15, 1959. Others to be made next year are Spanish, Italian, German and Russian.

IRS Studies Tax

(*Continued from page* 1)

dustry as well as on how film production is financed. Recently the agency requested this information from companies engaged in TV film production. It will probably be some months before the information is supplied IRS and still another few months before the agency decides what to do about it.

The question before IRS is whether there should be one single method of taxing TV film producers and, if so, which one. Until now, they have been taxed in two ways—depending on the particular IRS agent making the assessment. Under one method, the TV film producer was able to wait until his film had earned the entire production cost before paying taxes on any profit. Under the other method, the cost of producing the film was amortized over a period of years. The producer paid taxes on a certain per cent of earnings each year, starting with the initial sale or rental of the film.

'Torpedo' to Capitol

M-G-M's "Torpedo Run," starring Glenn Ford and Ernest Borgnine, will be the next attraction at the Capitol Theatre here.

One Man's TViews

By Pinky Herman

HOLLYWOOD:

THIS is a fabulous town and don't let anyone tell you that people here do nothing but play (with a little work in between.) We've been on the go ever since we landed at the International Airport and the people we've contacted all were busy but kindly granted us a few minutes for interviews and we can only say, what with their plans, ideas and initiative, there will soon be plenty of work for writers, directors, producers, actors, ork pilots, songwriters, arrangers, and hundreds of others in related fields. We got a letter from Ozzie Nelson so we drove over to his Stage Five Productions at General Service Studios on N. Las Palmas and almost every one of the sets was being used. Thence to CBS TV City. Wandering onto 31 we watched a rehearsal of "Playhouse 90," (Days of Wine and Roses) starring Piper Laurie, Cliff Robertson and Charles Bickford featuring Marc Lawrence and produced by Fred Coe and directed by John Frankenheimer. Bob Blake, Skip Webster and Hank Lewis made us welcome and let us roam about at will and we'd like to quote Charlie Bickford, one of the greatest actors around. When we told him of our admiration for his talents, he graciously thanked us and then said, "Pinky, if you want to toss out a couple of bouquets, aim for two of the finest youngsters to come along, namely Piper Laurie and Cliff Robertson, who are sensational in this story. Then save a posy or two for Producer Fred Coe and John Frankenheimer who are destined to become tops."

☆ ☆ ☆

At 8:30 this morning we phoned Lawrence Welk's office and asked his secretary when Welk was expected. Lawrence got on the phone to welcome us to Hollywood. When we got over our surprise at his being at his office so early and inquired about that, the top ork pilot of the day answered, "Pinky, this is the only time I have to catch up with my work." I congratulated him on his great programs and fine work encouraging new talent, etc. and he said, "America belongs to the young and to encourage them in their formative years is to help mold better citizens of tomorrow and thus insure a healthy, happy, democratic and united United States." We called Ernie Stern, ABChief of Publicity and offered to buy him lunch at the Brown Derby. There was silence at the other end for a minute or so and then when he finally appeared to get over the shock, we compromised and he will take us to lunch instead next week. However, he suggested we see Dresser Dalhstead program manager for ABC-radio which we did. Dresser, a dynamic little guy built along the same lines as Ernie, gave us the low-down on the Hollywood radio scene took us to pretty Arlene Golden, the station's record librarian, who not only liked our new Johnny Andrews platter but had already programmed it several times that day. She also said that she had been getting terrific response to Hildegarde's new Coral record of "Souvenirs of Summertime." (If you're reading, Hildie, you might also know that Ron McCoy of KLAC and Record Librarian Bill Angell of KFWB, both have latched onto this platter and predict a bright future for it.) . . .

☆ ☆ ☆

It is an unforgettable thrill to walk along Hollywood Blvd. or Vine St. or Sunset and see so many of our songwriter friends, with many of whom we'd collaborated. We wrote with Lou Herscher, Buddy Feyne, Gus Levine, Lyn Murray, Al Sherman, Peter Tinturin, Harry S. Miller, (who has just been called in by Harry Antrim and Freeman Lusk, director and author respectively of a new comedy, "The Irresistible Male," to write six original songs for the show which opens soon in L. A., followed by another try-out, in San Francisco with a Broadway preem slated for the winter.) . . . While with Beasley Smith, an old pal from Nashville, who's been A & R exec here at Dot Records, Beas called Bobby Beers at KODY in San Francisco and told that town's top-ranking deejay that we were headed his way over the week-end. Bobby is the youngster who used to sing with Blue Barron's orchestra several years ago and at the time we spent some time with him, listening to his dreams. Being on top of the heap hasn't changed the boy one bit and his friends back east will be happy to learn of Bobby's well-deserved success. . . .

☆ ☆ ☆

It is no secret that this trip is supposed to have been my vacation and that our purpose was to deliver a talk at the semi-annual ASCAP meeting. In all the years as a reporter on the staffs of various trade journals including this one, we never attended these meetings other than as a songwriter-member and thus never used our position either to cop beats on our contemporaries nor to print ASCAP items. We practised as a fetish this restraint so as not to embarrass our opponents in ASCAP matters and our fellow reporters on other trade journals appreciated our conduct all through the many years that we have been a member of ASCAP (since 1934.) However, we feel a great sense of pride and with humility, we wish to thank the ASCAP west coast membership for their kindness, courtesy and display of confidence in our efforts for the well-being of ASCAP. The fact that the majority of those present at the meeting, signed a petition which we brought out for the express purpose of obtaining signatures, (in accordance with the by-laws of ASCAP) augurs well for the eventual success of our trip here and only strengthens the confidence which we always had in our fellow members. And this is the first and last time that we'll again refer to our personal activities as regards ASCAP. . . .

Television Today

AFTRA, NBC Agree on Fees for Foreign TV

An agreement has been reached between the American Federation of Television and Radio Artists (AFL-CIO) and the National Broadcasting Company under which scale television performers will be paid additional fees when recordings of their programs are shown on television in certain foreign countries.

Under the formula agreed upon, most of the world is divided into five areas. Area 1: The British Isles and Cyprus; Area 2: Free Europe; Area 3: Africa and Isle of Madagascar; Area 4: the Far East; Area 5: South America.

The agreement is for two years from September, 1958 to September, 1960, or the expiration of the Network Television Code which will succeed the present Code, whichever is later. Fees for scale performers are retroactive to June 18, 1957.

Programs covered under this retroactive agreement are: "The Perry Como Show," "The Dinah Shore Chevy Show," "Festival of Magic," "General Motors 50th Anniversary Show" and "The Steve Allen Show." Previous legal actions predicated upon disagreement in this area are being dropped by both parties, it was reported.

ITC, TPA Sales Staffs Now Fully Integrated

The sales staffs of Independent Television Corp.—Television Programs of America (ITC-TPA) have been fully integrated and at the same time expanded, it was announced by ITC-TPA president Walter Kingsley. ITC-TPA is the new $25,000,000 TV film production-distribution-financing company formed by the Jack Wrather Organization of Beverly Hills, Cal., and Association Television, Ltd. (ATV) of London for world-wide operation.

In commenting on the new table of organization, Kingsley noted that the actual physical merger of ITC and TPA took place on Monday, Sept. 29, and that the tremendous task of unification of the combined sales staff, numbering more than 40 sales executives, was accomplished in five days, by Friday, Oct. 3. Kingsley also noted that the new ITC-TPA table of organization leaves the sales organizations of both ITC and TPA integrated, yet intact.

SPG Endorses

(*Continued from page 1*)

tor." The committee headed by Lou Edelman, represents the more than 50 TV producers now members of the Screen Producers Guild. Action was taken at a meeting here Tuesday night.

The report continues: "The situation involving re-run or residual payments to other creative workers, and not to the producer, is both morally unjust and economically unsound.

"We firmly believe that management cannot and will not remain blind to the fact that the TV producer is entitled to such a future income status since the producer is the key figure, the permanent day-to-day creative force to whom the advertising agencies and their clients, as well as the networks and independent stations, look for the welfare of their shows. The writer, director and actor are generally employed on an intermittent basis."

Since the SPG presently enjoys a Code of Practice with the major studios for theatrical films, the committee concluded its report by asking the executive board to take steps toward negotiating a Code of Practice which would also recognize the problem of residual payments.

Before the close of the meeting, SPG president Carey Wilson announced the appointment of a committee to implement the action requested by the TV committee report.

Capital V.C. Cites Paar

WASHINGTON, Oct. 8. — Jack Paar, TV star, has been chosen "Personality of the Year" by the Washington Variety Club. The award will be presented at the club's annual dinner on Nov. 22.

Industry Safety

(*Continued from page 1*)

lives, we in the theatre had to develop the asbestos curtain—to make sure no fire jumped across the footlights into the theatres."

Theatre fires, Walsh continued, had "prevented many children from attending performances," prior to the development of the asbestos curtain.

Five hundred representatives of management, labor, safety organizations, medicine and government heard Walsh discuss the vital stake labor unions have in occupational health and safety.

The diners applauded Walsh's commendation of Governor Harriman—at whose side he had sat—for being "one of the first governors to get a conference of this kind into action, and to make it truly effective, as the attendance here today demonstrates."

"Not too long ago I was in Washington attending the President's Conference on Occupational Health and Safety, and one of the themes was the desirability of getting states to hold like conferences," Walsh commented.

Speaks Extemporaneously

Afterward, the IATSE president, who, unlike the other two headliners, had talked extemporaneously, explained that the theatrical industry's safety developments had been "a joint labor and management effort."

The IATSE is stepping up its safety program, "conducted on a local level," through the distribution of pamphlets and other media, and through a closer coordination with the AFL-CIO's safety committee," he reported.

Presenting Walsh, ALCO Products vice-president James J. Reynolds, who is chairman of the Governor's Industrial Safety Advisory Committee, said "No more appropriate representative of labor could be chosen to address us."

Exchange Cutbacks

(*Continued from page 1*)

front and service personnel of which are IATSE members, Walsh observed that "centralization also necessitates some additional employment at grouping points."

He also believes that the recent reversal of sharp cutbacks by distributors like Warners—in Albany and elsewhere—demonstrated that the savings originally envisaged were not achieved.

'Horse's Mouth'

(*Continued from page 1*)

ganization founded in 1953 by actress Jane Russell to facilitate the adoption of homeless children into countries around the world.

Mrs. Dwight D. Eisenhower, Governor and Mrs. Averell Harriman and Mayor and Mrs. Robert F. Wagner are honorary sponsors of the event. Actress Helen Hayes was named chairman of the benefit committee, and Hal Prince, David Merrick and Max Youngstein are the entertainment chairmen.

REVIEW:

The Tunnel of Love

M-G-M—CinemaScope

EXHIBITORS WHO HAVE been decrying the lack of comedies have here a highly exploitable box office bet. "The Tunnel of Love," based on the hit Broadway play and a best selling novel, is a racy tale of middle class American suburbia, often hilarious and sometimes startlingly frank. Because the chief concern of its humor is pregnancy, illegitimacy and infidelity, it is strictly for adult patronage, and there may even be some adults, sophisticated or not, who would wish that the wit ran as deep as it does broad.

Being based on such a famous property, "The Tunnel of Love" can be said to be pretty well pre-sold. Most important here, however, is that it stars Doris Day. Largely due to her forthright personality, as well as to her fine comic sense, the film generates a spirit of good humor that few people will find offensive. Her co-star is Richard Widmark, best known as either a rugged hero or a rugged villain and thus, understandably, not completely comfortable as a genial suburban buffoon. Good support is offered by Gig Young, Elizabeth Fraser and Gia Scala.

The screenplay casts Widmark and Miss Day as a fairly well-to-do Westport (Conn.) couple who, after five years of marriage, are still childless and trying desperately to remedy the situation. When all else fails, they decide to adopt a child. This involves their being investigated by a beautiful, and quite improbable, social worker, Miss Scala and leads to the comic crux of the picture: after one night on the town with Miss Scala, the events of which he cannot remember, Widmark is willing to believe that he is the father of the child she is soon carrying.

His suspicions are reinforced when she borrows money from him for her confinement and later when the adoption agency delivers a new baby to him and Miss Day. Miss Day's suspicions are then aroused when the baby bears an uncanny resemblence to Widmark, and Widmark confesses what he believes to be his transgression. As it turns out, of course, he is completely innocent, but that's not until all the farcial elements have been wrung out of the situation.

Miss Day contributes all the warmth and reality (and thus any meaning) which the picture has, in addition to giving some very funny comic readings and singing two songs—the title number over the picture's credits and "Run Away, Skidaddle Skidoo" within the film. Widmark, though not a buffoon, is straight and appealing. Young plays with gusto a standard comedy wolf and Miss Fraser is his patient, nearly continually pregnant wife. Elizabeth Wilson is excellent as a rather arch official of the adoption agency.

Gene Kelly has directed so that the gags, some better than others, keep coming at a fast clip. All are topical and a few dealing with such things as tranquillizers, child behavior, real estate ads and remodeled houses, are amusingly pertinent.

Joseph Fields and Marty Melcher produced from Fields' screenplay, based on the play he wrote with author Peter De Vries.

Running time, 98 minutes. Adult classification. Release, in November.

VINCENT CANBY

Golder Named to Head Mont. Theatre Unit

Special to THE DAILY

MISSOULA, Mont., Oct. 8.—Clarence Golder of Great Falls was elected president of the Montana Theatres Association at its two-day semi-annual convention held at the Florence Hotel here yesterday and today. Other officers include: vice-president, Finus Lewis, Livingston; secretary-treasurer, Chris Gorder, Popular.

The spring meeting of the organization will take place in Billings on April 28-29. The current convention was attended by some 60 exhibitors and film and equipment salesmen. Subjects discussed at sessions on both days included promotion, concessions, business-building ideas, and others.

Suit in Chicago

(*Continued from page 1*)

interfering in exhibition of the film, "The Case of Dr. Laurent." Action will include issuance of summonses to the mayor and police chief of the city.

Objection to the picture is reported to be based on a childbirth scene. The film deals with natural childbirth.

Brandt Critical

Richard P. Brandt, Trans-Lux president, has called the Chicago censor's refusal to license the film "arbitrary and unreasonable" and said his suit will seek to invalidate the entire Chicago censorship ordinance in the belief that it is "an unconstitutional abridgement of the 'free speech' clause of the first amendment."

New Producers

(*Continued from page 1*)

by Steve Barclay, who heads the company.

Barclay also announced that a simlar deal for 12 pictures is being concluded with the government and motion picture interests of Brazil.

Barelay, 35, started his film career in Hollywood as an actor. Called to Italy for a picture 10 years ago, he remained in Europe nine years, costarring with Sophia Loren, Rosanna Podesta and other stars, and also wrote and produced. He returned here several months ago.

Fregonese an Associate

Hugo Fregonese, who directed "Harry Black and the Tiger" for Fox, will direct and co-produce with Barclay the first of the 12 pictures, "The Savage Pampas," based on an historical novel of South American Indian wars against Argentine settlers in 1830. Shooting will start Jan. 5.

The first 12 pictures will be filmed on a co-production basis with two Argentine companies, Mendoza Films and Guaranteed Pictures de La Argentina. These companies and the Argentine government will defray all below-the-line production costs.

Mendoza Films is an established production company operating a modern studio, in the city of Mendoza.

Has Goldwyn, Selznick Films

Guaranteed Pictures de La Argentina is a production and distribution company which distributes American and European product throughout South America, including pictures of Goldwyn, Selznick and Korda. Guaranteed has produced more than 40 pictures in seven years, and also has co-production deals with French, Swedish and Italian film makers.

Jaime Cabouli, president of Guaranteed Pictures, arrives in Hollywood Oct. 24 to meet the principals involved in succeeding productions. Barclay and Fregonese will fly to Buenos Aires Nov. 15 to set up operations there.

Distribution has not been set. All pictures will be shot in English.

Chaikin-Perrett & Associates have been engaged to handle publicity.

Two Awards

(*Continued from page 1*)

voted to award two "Oscars" for music scoring and two in the field of cinematography at the 31st annual awards presentations next April.

One award will be made for the best scoring of a musical picture and a second for the best music score of a dramatic or comedy picture. As in the past, a third music award will be made for the best song.

Separate awards will also be given next April for cinematography in a black and white production and in a color production.

The board also voted to permit documentary films and short subjects to vie for recognition as the best picture of the year as well as for awards in their own respective categories, providing they compete during the same year.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 84, NO. 72 NEW YORK, U.S.A., FRIDAY, OCTOBER 10, 1958 TEN CENTS

izer Victory

Distributors Win Drive-In Anti-Trust Suit

ounterclaim Charges Pitt. xhibitors' 'Conspiracy'

A precedent in anti-trust litigation as established in the United States istrict Court here when distributor defendants struck back legally at exhibitors, charging that the only real conspiracy in violation of the Sherman Anti-Trust Laws was committed by the plaintiffs through an arrangement between themselves not to d against each other on certain pic-ures. This was "the first time" such n event occurred in an anti-trust uit, Louis Nizer, counsel for the

Louis Nizer

(*Continued on page* 2)

Record Allied Meeting Seen

Special to THE DAILY

CHICAGO, Oct. 9.—Advance contingents of Allied States officers and exhibitors and members of Theatre Equipment and Supply Manufacturers Assn'n. and Theatre Equipment Dealers Ass'n. began arriving here today as the vanguard of what is expected to be a record registration for an Allied

(*Continued on page* 6)

TOA Sees Cable TV in Mothballs for Months

The subject of cable TV will remain dormant, at least insofar as Theatre Owners of America is concerned, "until the basic question is resolved of whether the phone companies can legally use their facilities for such service," members are informed in a bulletin released here yesterday.

Toll TV and cable TV will be high

(*Continued on page* 7)

WB Releasing Twelve Shorts Rest of Year

Twelve Warner Bros. motion picture short subjects, all in Technicolor, will be released for theatrical presentation between now and the end of the year.

Going into release before the end of October are six cartoon films and three each in November and December. Others include six in the "World Adventure Tours" series.

Pictures Priced at $60,000, $67,000

Film-Exchange Pact Is Closed with Soviet

Release Plan for U.S.S.R. Product Will Be Set; To Talk Joint Production

Provisions of the cultural-exchange agreement between representatives of the Motion Picture Export Association of America and officials of the Union of Soviet Socialist Republics was announced here yesterday by the MPEA following receipt from Moscow of confirmation of the closing of the deal from Eric Johnston, president of the association. The negotiators, in accordance with the pact signed there have agreed on:

¶ The sale and purchase of feature films.

¶ The exchange of documentary films.

¶ The holding of film weeks and film premieres in the U.S. and U.S.-S.R.

¶ The exchange of film delegations.

¶ Conferences looking to the establishment of joint production activity.

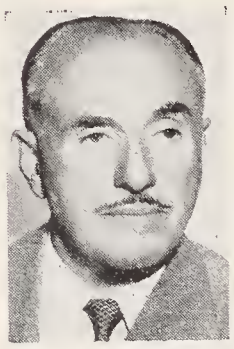
Both sides have extended until Jan.

(*Continued on page* 3)

Full text of provisions of the film-exchange deal between U.S. and the Soviets will be found on Page 3.

Jack Warner Discharged From Cannes Hospital

The Warner Bros. home office was advised by cable yesterday that Jack L. Warner, president, had been pronounced well enough to leave the hospital at Cannes, France, where he has been undergoing treatment for serious injuries received in an automobile accident, and is now at his residence in Antibes.



Jack L. Warner

Following further convalescence of perhaps two or three weeks, Warner is expected to be permitted

(*Continued on page* 6)

Britain, Japan, Poland, Hungary Join S.F. Fete

Special to THE DAILY

SAN FRANCISCO, Oct. 9. — Great ritain, Japan, Hungary and Poland oday joined the list of nations to en-er the second annual San Francisco nternational Film Festival which pens at the Metro Theatre here on)ct. 29. Together with an expected ntry from the United States and two rom India, this makes a total of seven ountries entered so far in the competition.

"The Wind Cannot Read," starring

(*Continued on page* 3)

REVIEW:

Home Before Dark

Warner Bros.

A SENSITIVE AND deeply perceptive performance, easily of Academy Award calibre, by Jean Simmons is the outstanding fact about this distinguished motion picture from the hand of Mervyn LeRoy. Distinguished because Miss Simmons' superb creative feat clearly stemmed from a carefully designed and logically followed story line developed by the husband and wife team of Eileen and Robert Bassing from a novel by Mrs. Bassing, from an outstanding cast of co-stars and supporting players, and from the evident directorial genius of LeRoy.

Credited with both direction and production, LeRoy again amply demonstrates both his right to the title of Champion of Champions

(*Continued on page* 6)

Paramount 'Faith' Meeting in Atlanta

Special to THE DAILY

ATLANTA, Oct. 9.—Hugh Owen, vice-president of Paramount Film Distributing Corporation, tomorrow will preside at Paramount's "Faith in the Future" luncheon-meeting at the Dinkler-Plaza Hotel here.

More than 50 circuit executives, in-

(*Continued on page* 6)

Rapid Film Technique Forms New Subsidiary

Rapid Film Technique, Inc., of Long Island City, has formed a new subsidiary, to be called Rapid Film Shippers, Inc., described as a film

(*Continued on page* 3)

Television Today

Page 7

PERSONAL MENTION

LACY W. KASTNER, president of Columbia Pictures International, will leave New York today for a business trip to Mexico.

•

MACGREGOR SCOTT, general sales manager of Associated British-Pathe, will arrive in Hollywood today from London for conferences with officials of Allied Artists.

•

SAMUEL BRONSTON, producer of Warner Brothers' "John Paul Jones," is completing conferences in London with JOHN FARROW, director, on plans for their next European production.

•

R. J. "HAP" BARNES, president of ABC Theatre Enterprises, is in New York from Atlanta.

•

JACQUES TATI, French producer, will arrive in New York from Europe in a few weeks.

•

AL ROSENBERG, of the United Artists publicity staff, will leave here over the weekend for a six-month tour of duty in the Army.

•

JOHNNIE HARRELL, film buyer for Martin Theatres, Atlanta, has returned there from Jacksonville.

•

JEAN ROE, receptionist at Associated Theatres, Cleveland, left there this week for a vacation at Miami Beach.

•

DAVID NIVEN has returned to Hollywood from New York.

•

BETTY COMDEN and ADOLPH GREEN, authors of the stage play "Bells Are Ringing," will leave New York late this week for Hollywood for conferences with M-G-M's ARTHUR FREED, producer of the film version.

Atlanta V.C. Inducts

ATLANTA, Oct. 9.—Variety Club, Tent No. 21, inducted seven members at its monthly luncheon meeting here. New members include Harold Sharp, Gordon H. Bahn, John V. Forsyth, Fred R. Frank, Jr., Jesse G. Hursey, Robert Halliday and Sam Scheinman. The club is planning a party for Nov. 8 with a western theme.

No Paper Monday

Motion Picture Daily will not be published on Monday, Oct. 13, Columbus Day, a legal holiday.

Distributors Win Drive-in Suit

(*Continued from page 1*)

distributors, said yesterday in reporting dismissal of the case with prejudice.

The suit was filed four years ago by the Maple Drive-In Theatre, located on Route 30 near Pittsburgh, against the major distributors and Stanley Warner Corp. It had been the subject of intensive proceedings in which six Federal judges passed upon various developments and had finally been set for trial Oct. 6 before Federal Judge David N. Edelstein of the U.S. District Court for the Southern District of New York.

'Certain Facts' Cited

At pre-trial dispositions, however, in progress the weekend preceding the trial date, counsel for the plaintiff announced it would be unable to go forward due to the revelation of "certain facts." As a result of the collapse of the case, Nizer told the court, a stipulation had been agreed upon between the plaintiff and its stockholders and the defendants requiring the plaintiff to concede that it had no cause of action.

Furthermore, as the result of the counterclaim which defendants had interposed, plaintiff conceded that the arrangements it had made with another theatre, the Blue Dell Drive-In, also near Pittsburgh, not to compete against each other for the distributors' pictures, were illegal and a violation of the anti-trust laws. The distributors, Nizer said, agreed not to collect damages from the plaintiff corporation but reserved their rights to proceed against the Blue Dell corporation.

Seen as Test Case

Trade interest in the Maple Drive-In suit has been wide because it was considered a test case of the right of subsequent run drive-in theatres to earlier availabilities of pictures as against conventional theatres. The agreement and order of the court is seen as having repercussions on other pending cases in Pittsburgh, because the stipulation approved by the court provides further that the plaintiff corporation and various of its directors, officers and stockholders "now conceded that the runs, availabilities and clearances in effect from the period involved in this action to the present time at the Maple Drive-In were arrived at by each of the distributor defendants independently and without conspiracy among themselves, or with any exhibitor, whether defendant or otherwise . . . and further, that the runs and availabilities were fair and reasonable in view of the location and of the competing factors which then existed, and now exist in the area."

In view of the admissions set forth in the stipulation the court had suggested that the four stockholders of the Maple Drive-In be brought in from Pittsburgh to be sworn in and testify that each of them agreed to the confessions made in the stipulation and was doing so voluntarily. The stockholders did appear and three out of four agreed and passed a resolution on behalf of the plaintiff corporation accepting the stipulation and signing it.

However, one of the stockholders, Max Arnold, a 25 per cent owner, refused to proceed with the stipulation, but the corporation by a 75 per cent stock vote approved it. The stipulation was entered into the court record, and the court then entered an order dismissing the action with prejudice.

Pledge of No Repetition

In regard to the split of product agreement between the Maple Drive-In and Blue Dell the plaintiff admitted it had "unreasonably restrained the commerce of the distributor defendants. Plaintiff asserts that said agreement has not been revived, and hereby stipulates that it will not enter into such or any similar agreement, directly or indirectly, in the future without the written consent of the distributor involved."

Attorneys for Maple stated upon the record that they would sue their own client for counsel fees "as a result of having been misled as to the facts in the case."

Personnel Changes in WB International Unit

Management changes in the Warner Bros. International organization were announced yesterday.

Bernard Kopel has been appointed as the company's acting managing director for France and North Africa, succeeding Jacques Salberg, who has resigned.

Simultaneously, Henry H. Ronge, Warner Bros. manager in Peru, has been appointed manager in Argentina, succeeding Jack Mindis. Arthur Herskovitz, formerly associated with RKO, has been named manager in Peru in Mr. Ronge's place.

'Candle' World Premiere In Los Angeles Nov. 11

From THE DAILY Bureau

LOS ANGELES, Oct. 9.—The world premiere of the Columbia release, "Bell, Book and Candle," will take place here Nov. 11 at the Warner Beverly Theatre. James Stewart and Kim Novak are starred in the Phoenix Production in Technicolor based upon the Broadway play.

Sunday Films Still Banned in Edinburgh

Special to THE DAILY

EDINBURGH, Scotland, Oct. 7 (I Air Mail).—The opposition to Sund opening of cinemas in Scotland st persists, as shown by decision of Edi burgh magistrates to refuse a plea fro exhibitors for Sunday performances o a commercial basis.

Council refused the request by 3 votes to 13 and also said "No" to plea to hear a deputation on the su ject from cinema employees.

The civic head, Lord Provost Joh son Gilbert, said the observance Sunday, even in this day and age, w deeply rooted in the Scottish rac Once they opened the door for Sund entertainment in one direction, the would be no case for refusing dan ing or any other week-day entertai ment.

Called 'Hypocritical'

Bailie Magnus Williamson said was "hypocritical" that during th three weeks of the International Fest val they had allowed Sunday cinem shows, and on other occasions they a lowed Sunday performances "in th sacred name of charity."

Promotional Programs Discussed at S-W Meet

Special to THE DAILY

PHILADELPHIA, Oct. 9.—Ide for promotion of forthcoming produ and plans for special activities in th form of kiddie shows, theatre renta and Christmas trailers were discusse at a meeting of managers, distri managers and office executives of th Stanley Warner Philadelphia Zon here at the Warwick Hotel. Presidin at the meeting was Frank Damis, vic president and zone manager for Phi adelphia-Washington.

Over-all purpose of the gener meeting was to crystalize plans f increasing grosses. This is the goal the current "rockets for records" driv being conducted at the present tim in the zone.

Those in attendance at the meetin were unanimous in agreeing that "old fashioned showmanship" is necessar for a revival of public interest i theatre attendance.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
"CAT ON A HOT TIN ROOF"
ELIZABETH TAYLOR • PAUL NEWMAN • BURL IVES
JACK CARSON • JUDITH ANDERSON
FROM M-G-M IN METROCOLOR
and GALA NEW STAGE SPECTACLE

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasury; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c

Soviet Pact

(*Continued from page* 1)

7, 1960 the powers of the Standing ommittee designated in the Agreeent and have agreed that the Comittee's next meeting will be held in Vashington during the first quarter 1959.

Participants in the negotiations om the Soviet side were: V. Surin, ice-Minister of Culture, U.S.S.R.; . Davydov, director, Sovexportfilm; . Slavnov, head of Foreign Relaons Department of the Ministry of ulture; E. Kachugin assistant direcr of Sovexportfilm.

Participants from the American side ere: Eric Johnston, president, Moon Picture Export Association of merica; Turner B. Shelton, director, lotion Picture Service, U. S. Informaon Agency; Ken Clark, vice-presient, Motion Picture Export Associaon of America; Hans Tuch, Attache, merican Embassy, Moscow.

Britain, Japan

(*Continued from page* 1)

irk Bogarde, will be great Britain's ntribution.

Poland's will offer "Eve Wants to eep," a prize winning film at the n Sebastian Festival in Spain.

Hungary's "House Under the ocks" scored at the Venice Festival d Japan has entered "Precipice," scribed as a tense drama of a love iangle among mountain folks.

It was learned today that the Amerin festical entry, "Rally Round the ag," has been scratched by the Fox udios with the explanation the film ill not be finished in time to enter.

Rapid Film

(*Continued from page* 1)

ipping service geared especially to e needs of companies interested in lective showings."

The company will not solicit film owings for any of its clients, with e latter thus retaining full authority er what type of audience will see e company's films, it is explained. l requests for bookings, payments, d any comments after a film has en viewed, go direct to the client.

As a subsidiary of Rapid Film Techque, the new company has complete cess to the film inspection, rejuvenaon and restoration processes of the rent.

'Art' Prices Boosted

BALTIMORE, Oct. 9.—Three major t theatres here, the Five West, Cinea and Playhouse, owned by Schwaer Theatres, are boosting admission ices effective this weekend. They ll now charge 90 cents for afternoons d $1.50 for evenings. Heretofore e same theatres have charged 75c r matines and $1.25 at night.

Lemmon in 'Angry Man'

HOLLYWOOD, Oct. 9. — Jack emmon will co-star with Paul Muni "The Last Angry Man," Fred ohlmar's first independent producon for Columbia.

TEXT OF MPEA AGREEMENT WITH SOVIETS

Herewith in full is given the text of the agreement signed between U.S.S.R. and the Motion Picture Export Association as announced here yesterday.

Purchase of Feature Films

As the first step in this field, agreement has been reached whereby motion picture companies of the U. S. will purchase seven Soviet feature films, and Sovexportfilms will purchase 10 U. S. feature films. The following four Soviet films have been selected: "The Cranes Are Flying," "The Idiot," "The Captain's Daughter," and "Swan Lake." The other three will be selected by U. S. companies within 30 days from the date of the signing of this Memorandum. The following six U. S. films have been selected: "The Great Caruso," "Lili," "Roman Holiday," "Marty," "The Old Man and the Sea," and "Oklahoma." The other four will be selected by Sovexportfilms within 30 days from the signing of this Memorandum.

The prices for each Soviet or American film shall be $60,000 for each standard size film and $67,000 for each wide screen film, including the cost of preprint material. The payments shall be made in dollars.

It has been agreed that each side would release all films of the other side in dubbed or subtitled versions. The content of the films must be preserved and any changes must be agreed upon by the other side. The release version must be agreed upon prior to its distribution by a representative designated by the other side.

The American companies and Sovexportfilms will use their best efforts to assure maximum commercial distribution of the films purchased and to arrange for wide publicity for these films. The films are for theatrical showing only.

Sovexportfilms and American companies have the right in the future to carry on negotiations for the purchase and sale of films and to conclude agreements under the provisions set forth in the Cultural, Technical and Education Exchange Agreement between the U.S.S.R. and the United States of America.

Any problem arising in connection with this provision shall be referred to the Standing Committee.

Exchange of Documentaries

Consideration has been given regarding the selection of documentary films and it has been agreed that the fifteen documentary films tentatively selected by the Soviet Embassy in the U. S. would be sent to Moscow for final approval by the Ministry of Culture, while the fifteen Soviet documentary films tentatively selected by the American Embassy in Moscow would be sent to the U. S. for final approval by the U. S. Information Agency.

The selection of films will be completed in an expeditious manner in order that the broad distribution of documentary films would begin no later than January 31, 1959 in accordance with the provisions of Item 3 of Section VII of the Cultural, Technical and Educational Exchange Agreement between the U.S.S.R. and the U.S.A., and depending on the distribution situation in each country.

Film Weeks

Both sides have recognized the desirability of holding on a mutual basis an American film week in the U.S.S.R. and a Soviet film week in the U.S.A. To implement this item in the Cultural Agreement and in order to bring about the making of firm arrangements toward such film weeks, it has been agreed that an official of the Soviet Embassy in Washington would be designated to deal with an official of the Government of the United States, and an official of the American Embassy in Moscow would be designated to deal with an official of the Soviet Union to take proper steps to establish the necessary procedures. The names of the officials to be designated under this Item shall be exchanged no later than January 1, 1959. The Standing Committee will act on concrete recommendations, including dates for the holding of film weeks, within the framework of the Cultural, Technical and Educational Exchange Agreement between the U.S.S.R. and the U.S.A. made to it by these representatives at its next meeting to be held in Washington.

Film Premieres

It has been agreed that a premiere would be held in Moscow of the first American film shown in the Soviet Union under this Agreement, and that a premiere would be held in Washington of the first Soviet film shown in the U. S. under this Agreement and that two or three motion picture personalities, preferably from the film being shown, would be invited to attend the respective premieres. Film organizations of each side shall pay the travel expenses of its motion picture personalities, and the motion picture interests of each country shall pay the expenses of film personalities during their attendance at the respective premieres. It has been agreed that film organizations of each side would assume all the expenses connected with the preparation and holding of each premiere.

Practical problems such as the date, the composition of delegations to the premieres, etc., shall be resolved directly between Sovexportfilms and the American company concerned with the premiere. The Standing Committee will consider the question of the holding of additional premieres at its next meeting to be held in Washington.

Exchange of Delegations

It has been agreed that delegations of up to ten leading motion picture personalities, to be approved by both sides, would be exchanged for the purpose of becoming acquainted with experiences in the production of motion pictures. These delegations will include scenario writers and technical personnel. Their stay shall be for a period of up to one month.

Appropriate organizations on each side shall pay the travel expenses of its delegation and shall assume expenses connected with the stay of the visiting delegation. It was decided to schedule the visits during May—June, 1959 and each side agreed to inform the other of the composition of its delegation before April 1, 1959.

Joint Production

The matter of the joint production of feature, popular science and documentary films was referred to the Standing Committee.

The Standing Committee decided that Soviet studios and American motion picture producing organizations may carry on negotiations and conclude agreements for joint production of films in accordance with the provisions of Section VII of the Cultural, Technical and Educational Exchange Agreement between the U.S.S.R. and the United States of America.

Detroit Council Amends Youth Curfew Ordinance

Special to THE DAILY

DETROIT, Oct. 9.—As forecast a month ago in MOTION PICTURE DAILY the Common Council is amending the curfew ordinance that has long plagued exhibitors here. Youngsters from 14 to 16 will now be permitted to remain in motion picture theatres until midnight, on school nights and Saturdays, and until 1 A.M. on Friday nights and Saturdays.

Theatre owners had long protested the current ordinance, which required the adolescents to leave by 11 P.M. The present regulations and those being passed apply to children not escorted by adults. The expected net result is for increased business.

Other conditions of the present ordinance, which theatre owners had not attempted to have changed, continue. Those unescorted under 11 years of age must leave houses by 7:00 P.M., those 12 and 13 by 11:00 P.M. school nights, and midnight Fridays.

Tracy to Play Priest

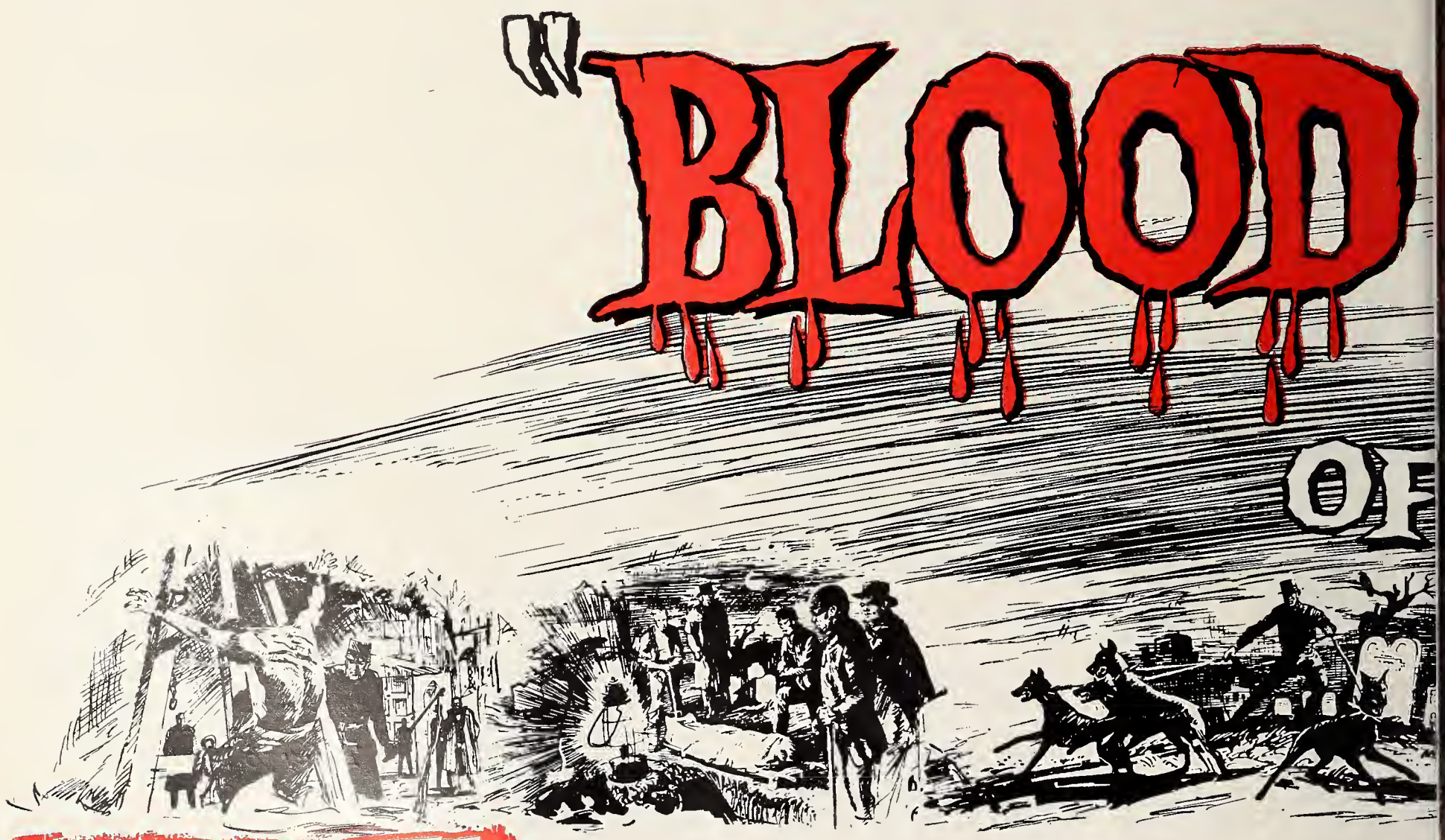
HOLLYWOOD, Oct. 9. — Spencer Tracy will play the dramatic role of Father Doonan, in "The Devil at 4 O'Clock," film version of Max Catto's new novel which Fred Kohlmar will produce for Columbia Pictures, as the second film for his independent production company.

'Big' Week $39,524

"The Big Country," William Wyler-Gregory Peck production, did a "tremendous" $39,524 for the first week of its engagement at the Astor Theatre here, United Artists announced.

NEW BLOOD FOR YOUR BOXOFFICE!

A terrific transfusion of SHOWMANSHIP excitement to bring you those BIG...BIG...GROSSES!



FILM DAILY raves:

"By far one of the best films in the horror-fiction category. It ventures into gore and supernatural with a headlong grandeur, providing outstanding exploitation material and top boxoffice acceptance."

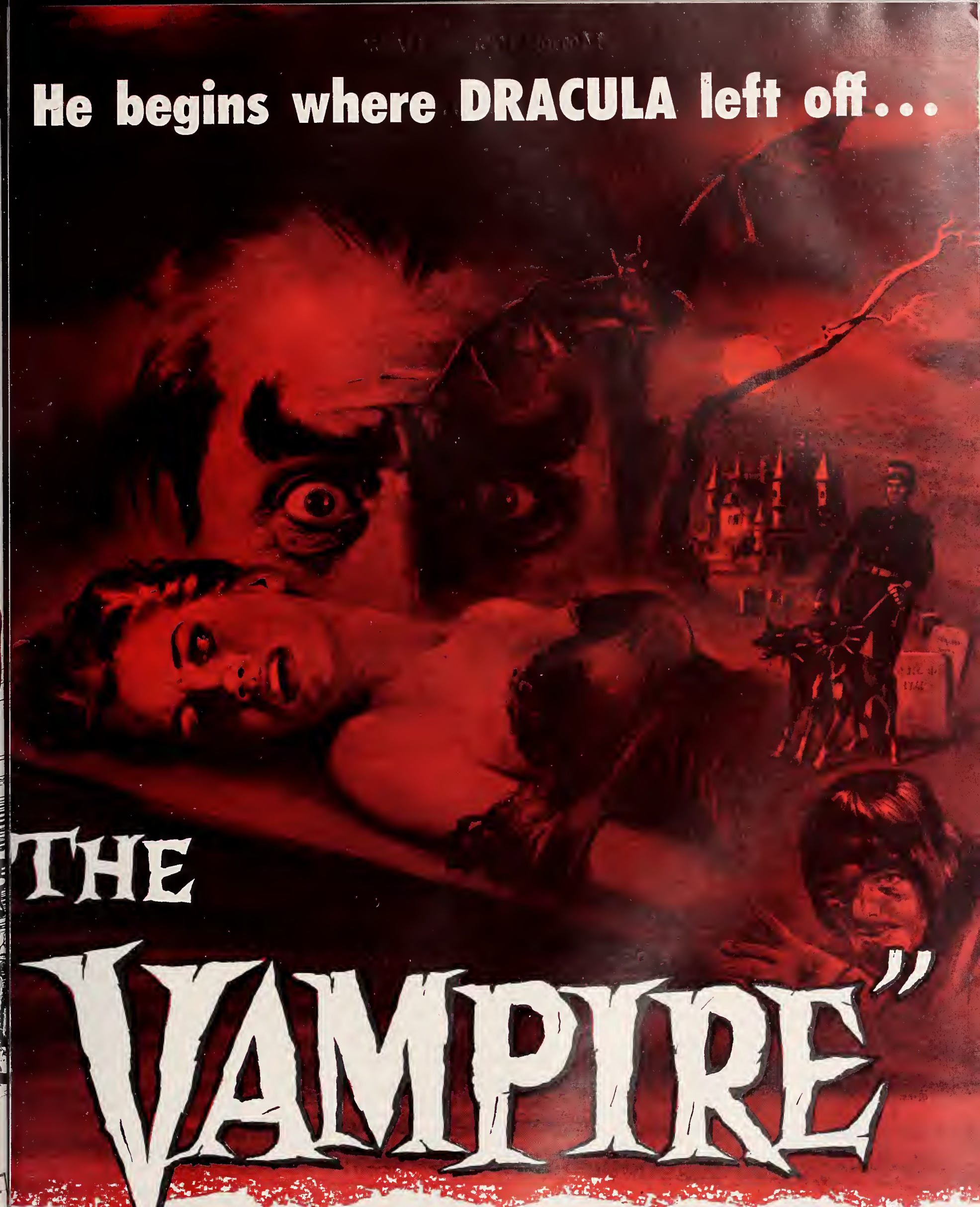
Starring

DONALD WOLFIT·BARBARA SHELLEY

VINCENT BALL with VICTOR MADDERN

Directed by HENRY CASS·Story and Screenplay by JIMMY ("FRANKENSTEIN") SANGS

He begins where DRACULA left off...



THE VAMPIRE"

in Eastman **COLOR**

oduced by ROBERT S. BAKER and MONTY BERMAN • An EROS FILMS LTD. Production • A UNIVERSAL-INTERNATIONAL Releas

In the THEATRE EQUIPMENT and Refreshment WORLD . . .

. . . with RAY GALLO

AFTER a couple of years "on the road," the theatre equipment trade show returns to Chicago, and in bringing it back to the Midwest, the Theatre Equipment and Supply Manufacturers Association is staging the whole performance, without the partnership of the National Association of Concessionaires. Tesma opens its 1958 exposition next week, at the Hotel Morrison, in association with Allied States. NAC will conduct its 1958 concessions exhibit the following week, again with Theatre Owners of America at the Americana Hotel in Miami Beach, Fla.

While the Allied-Tesma Trade Show does not open until Sunday noon, Tesma and the Theatre Equipment Dealers Association will begin their conventions tomorrow, getting their business and get-togethers well out of the way before concentrating on the theatre operators attending the Allied States national convention, which begins Monday afternoon.

•

Looking over the roster of companies with Trade Show booths, it occurs to us that there are quite a few theatre operators among the equipment people themselves. Stanford Kohlberg of Stanford Industries, distributors of the "Bernz-O-Matic" propane gas in-car heater, operates a large drive-in at Oak Lawn, Ill. And his advertising and publicity man, Herb Ellisburg, used to operate an art theatre in Chicago's Loop.

Then there is Bob Hoff of The Ballantyne Company—he has a drive-in theatre at Omaha; and Ed Lachman of Lorraine Carbons, who is a prominent New Jersey exhibitor. Nor should we forget Lennie Satz, long with Century Theatres in and around New York, now head of the Technikote Corporation, manufacturer of screens. And Al Boudouris of Eprad, makers of in-car speakers and heaters, runs drive-ins in Ohio.

•

The Radiant Screen Corporation is back in the Tesma show with a screen, representing its new affiliation with Hurley Screen Company, also with L. E. Carpenter & Company.

While in sponsorship and majority of exhibits this is a "theatre equipment" exhibit, the concessions side of the business is notably represented. Coca-Cola and Pepsi-Cola are on hand, Cretors is displaying a new popcorn machine, and the Original Crispy Pizza Crust Company is exhibiting in association with its Chicago affiliate, Nick Ponticelli, operator of Tolona Products, Inc., which has just opened a new plant.

•

Tom LaVezzi not only figures big in this year's event as head of Tesma, but also as host, along with brother Bob, of the main social affair of the Tesma and Teda conventions. This comes as a celebration of the 50th Anniversary of the LaVezzi Machine Works. It will be a gay party at the Chez Paree.

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Home Before Dark

(CONTINUED FROM PAGE 1)

director which he has held in the annual Fame listings for almost 10 years, and his versatility in that his last effort, in a totaly different genre, was "No Time for Sergeants," presently setting box office records.

The subject of the picture is psychiatry and it delves into it without sensationalism but with dignity, warmth, sympathy and emphasis on human values. Nor does it attempt any message, medical or otherwise, other than the obvious conclusion of the need for extension of facilities for psychiatric care.

At the start of the picture Miss Simmons has been released from a state mental hospital, after a year's stay, as not quite cured but judged ready to resume a normal life. At home in a small New England college town she is tortured by her husband's coldness and the domination of her half-sister and step-mother, the conditions which had led to her breakdown in the first place.

Aware, before they themselves are, of a strong attraction between Dan O'Herlihy, her husband, and Rhonda Fleming, her step-sister, she relapses into the suspicions and delusions which had overcome her before but has periods of lucidity in which she frantically tries to save her sanity by assuring herself of her husband's love. His persistent refusal to affirm it drives her toward the brink of breakdown but she ultimately saves herself by forcing him to admit openly that he has ceased to love her.

It is in these alternating scenes of lucidity and insanity that the star's acting reaches its perfection. Her reflection of every nuance of thought and her power to convey emotion will leave any audience breathless.

Ably supporting the stars are Efrem Zimbalist, Jr., as a young professor boarding with the family whose own rejection by the community enables him to be sensitively aware of Miss Simmons' internal conflict and who ultimately comforts her; Mabel Albertson as the domineering step-mother; and Steve Dunne as an alcoholic ex-suitor who also is in total sympathy with the leading character.

If the picture has a flaw it is in its over-simplification of the psychiatric and psychotic problem but the human and dramatic conflict is valid enough to carry the plot.

All of the outdoor scenes were made on location in Marblehead, Mass., a fact which lends realism to the enactment.

Properly sold, it is a picture which should have a career at the box office as remarkable as Miss Simmons' performance.

Running time, 136 minutes. General classification. Release, Nov. 22.

JAMES D. IVERS

'Woman' to Albee

"I Married a Woman," an RKO Radio Picture released by Universal-International, will make its New York debut at the RKO Albee Theatre on Tuesday, Oct. 28. It will later be shown in 90 theatres throughout the metropolitan area, including the RKO circuit, starting Tuesday, Nov. 4.

Warner Discharged

(*Continued from page* 1)

to return to this country by plane.

The Warner Bros. president was hospitalized with head and chest injuries early in August after the car which he was driving was involved in a serious head-on collision with a truck.

Paramount Meets

(*Continued from page* 1)

dependent theatre owners and newsmen are expected to attend the gathering which the company is holding in conjunction with its plans for 29 multi-million-dollar productions for 1959.

Bradley, Hotard to Attend

Other Paramount executives in attendance will include W. Gordon Bradley, southeastern division manager, and Foster Hotard, Atlanta branch manager.

Exhibitors of Paramount Des Moines, Minneapolis and Vancouver, B. C., branches today (10) will attend "Faith in the Future" luncheon-meetings the company has set for those cities.

Allied Meeting

(*Continued from page* 1)

annual convention and TESMA-TEDA trade show.

Members of the TESMA board of directors will hold their first session at the Morrison Hotel tomorrow, and will continue their meetings over the weekend.

Allied States directors will hold their first session on Saturday, with additional meetings scheduled for Sunday and Monday.

The convention proper and the trade exhibit will open on Monday, continuing through Wednesday.

Highlights of the three-day convention, which will be presided over by Horace Adams, Allied president, are the keynote address on Monday by Jack Kirsch, president of Illinois Allied and chairman of the convention; a discourse Tuesday on Allied's "white paper" by its author, Abram F. Myers, Allied chairman and general counsel, and a talk and open forum on "How to Improve Our Business," by Spyros P. Skouras, president of 20th Century-Fox, on Wednesday.

Skouras Plans Question Session

Skouras, it is reported, will discuss new ways of selling and exhibiting films, trade practices which may be outmoded, and possible alternatives to them, and will answer questions and encourage discussion afterward.

Other program highlights will include the always popular film clinics for small town and city situations and for drive-ins, and local and individual business-building projects.

Allied is convinced there will be no all-industry business building campaign this fall or winter because exhibitor contributions toward the financing of the project are inadequate to date and show little indication of increasing in the immediate future. Allied leaders, therefore, conclude that, in the meantime, exhibitors by joining in local and regional business building campaigns, as well as acting individually on behalf of their own theatres and strong attractions, can do much to stimulate their own operations. This will be emphasized in a number of specific ways at the convention.

Social Schedule Complete

Forums on concession sales and theatre equipment problems and inspections of the trade show complete the business end of the program. Numerous social affairs also have been planned for the delegates and their wives.

The complete convention program was published in MOTION PICTURE DAILY of Oct. 6.

'Fiend' Here Oct. 31

Twentieth Century-Fox's "The Fiend Who Walked The West" will have a mass New York opening Oct. 31 in more than 100 theatres in the metropolitan area. Circuits scheduled to present the film include RKO, Skouras, Century, Randforce, Prudential, J.J., and Brandt, among others.

PEOPLE

Bud Kornheiser, former art director for Warner Brothers, has joined Fieldston Studios here in an executive capacity.

□

Fred Pfeiff, Todd-AO Corp. chief engineer, has been added to the panel of theatre equipment experts for the theatre equipment forum at the Allied-TESMA-TEDA meeting in Chicago Oct. 12-15.

□

Jack Haynes, veteran Detroit film buyer who has resigned from Clark Theatre Service to join the Chakeres Circuit, Springfield, O., will be guest of honor Monday at Cliff Bell's, Detroit, at a farewell dinner given by his friends.

□

Marjorie Dawson, official observer for the State Department at the Children's Film Festival in Brussels, will give a report at a news conference at the Hampshire House here next Tuesday. At the same time, **Walter Reade, Jr.,** head of Walter Reade Theatres, will make an announcement concerning the childrens' films programs here.

□

J. Kimbrell, owner of the Dixie Theatre, Unadilla, Ga., has been elected mayor of that community.

33 Pictures in Work

HOLLYWOOD, Oct. 9.—There was an increase in new productions as six pictures started rolling this week and six pictures were completed, making a total of 33 pictures in work. Started were: "The Big Fisherman" (Buena Vista release, Roland V. Lee Prods., Eastman Color, Panavision); "They Came to Cordura" (Columbia, Goetz Prods., CinemaScope & Color); "The Five Pennies" (Paramount, Dena Prods., VistaVision & Technicolor); "Compulsion" (20th Century-Fox, Darryl F. Zanuck Prods., CinemaScope); "Alias Jesse James" (United Artists Release, Robert Hope Prods., Color); "The Buckskin Kid and the Calico Gal" (Universal, CinemaScope & Color).

Otto Gross, 65

EAST POINT, Ga., Oct. 9.—Otto Gross, former manager of the East Point Theatre and long associated with various theatre chains in this area, died Oct. 3 in an Atlanta hospital after a long illness. He was 65. Surviving are his wife; a daughter, Mrs. Ernest Pope, and a son, Arthur D. Gross.

To Produce 'Mouse'

LONDON, Oct. 9.—Walter Shenson will produce "The Mouse That Roared," for Columbia release, under the aegis of Highroad Films, it was announced here by Carl Foreman, executive producer for the latter company. Scenes will be shot in New York and London.

One Man's TViews

By Pinky Herman

SAN FRANCISCO

SHOULD anyone try to tell you that folks in Hollywood sleep late and often don't you believe it. Well at least not everyone here sleeps late. F'rinstance Saturday morning we rose at 7 ayem, took a gander at the sky to see if the heat of the previous few days was still about (all we could see was a dark haze which seemed to spread in all directions from the immediate environs of Monrovia where the big blaze was still burning fiercely). By 8:30 we'd dressed, breakfasted, and were waiting at station KMPC for Hollywood's most-listened-to disk jockey, Ira Cook. An old friend of ours, Ira was happy to see us, invited us into the studio and chatted with us about baseball, football (Ira does special between halves broadcasts at local gridiron games) and of course music. At 11:00 we'd left the friendly and musical Cook(ie) and spent a few minutes with another gent who knows his way around the music beat, Johnny Eppelito of KABC. At 11:30 Producer Don Poynter drove up to the ABC Studios on Vine St. to drive us to Burbank where we took the 12:30 United Airlines DC 6 to San Francisco. (We took American Airlines from New York to L.A. so at least we favored two of the air lines who advertise regularly in MOTION PICTURE DAILY.

☆ ☆ ☆

After a late lunch we drove into town and stopped in at KSFO where a sweet young lady named Elinor Olson bade us welcome and introduced us to newcaster and deejay Bill Heyward who was then doing a record session. Bill forthwith announced that "Pinky Herman, eastern Radio & TV editor of MOTION PICTURE DAILY was in the studio" and—before we could say, "Johnny Andrews," a mike was in front of our homely kisser and we were answering questions about the movies, TV in N.Y. music in general and our new "Pinky Recording" which Bill promptly put into action. Bill then introduced us to tall, handsome and personable Bob Colvig who kindly informed us of the fact that he's heard the broadcast and would also be happy to latch onto Johnny's platter of our 2 new songs. Thence to KFRC where Lee McEachern (just up from WHBQ-TV in Memphis) has already acquired for himself a huge listening audience and who promised a "good spin."

☆ ☆ ☆

Next morning at 6:00 ayem we walked into Rocky-Lucky's program at KSAN, talked a bit to his fans and had the pleasure of having "Johnny Andrews' platter follow one by Mahalia Jackson." (there's a musical parlay if we ever heard one.) At 7, "Jumpin' George" Oxford started his popular program and again, ere we were aware of it, we were talking about MOTION PICTURE DAILY-TELEVISION TODAY, how we go about getting material for the columns and (you guessed it—music.) Oxford was extremely kind in his enthusiastic comments about our new record and promised a real good exposure. Then George surprised us. He told us that it was "Most important that we hurry over to station KSFO and catch Don Sherwood before he goes off the air at 9 ayem." Now there is one of the bright spots in the relationship that exists between rival deejays here. Mutual respect and open admiration for one another's talents. A taxi back to the Fairmont Hotel atop of Nob Hill where the very popular Sherwood immediately played our platter on his program and announced, "you folks will be hearing this new Johnny Andrews recording a great deal because I like it." We could have kissed him for that but just then pretty little Patty Newbegin, the station Record Librarian came into the studio and we'd much rather have kissed her. The previous afternoon we had made a luncheon appointment with Jack Morris of station KLX in Oakland so we taxied to the Key Service Bus Terminal. (More about San Francisco and Hollywood later.)

Hayden for 'Sonora'

HOLLYWOOD, Oct. 9.—Producer Russell Hayden will make "Tiger of Sonora," life of Col. Emelio Kosterlitsky, head of Mexican Secret Service at the turn of the century, with starting date scheduled for early December. Hayden is negotiating with Allied Artists for a releasing deal.

Lowenthal Appointed

A promotion-publicity department has been formed by Telestar Films, with Wynn Loewenthal appointed to the newly created post of director of promotion and publicity, it was announced by David Savage, executive vice-president. The new department will be located here.

TOA-Cable TV

(*Continued from page 1*)

on TOA's convention agenda when it meets in Miami Beach, Oct. 21-25. Meanwhile, the bulletin reports no action and indefinite future schedules for both Skiatron and Telemeter.

Still clinging to its hope for launching this fall of at least the radio phase of the industry business-building campaign, the TOA bulletin, conceding that exhibitor contributions still are "just a little short," invites exhibitors to look to the TOA convention for their answer to the campaign question. TOA's opposite, Allied States, gave up on the business-building campaign until next year and advised its members to come to its convention prepared to learn how to conduct local b-b campaigns on their own.

United Artists Praised

The TOA bulletin pays tribute to United Artists for its recently announced plan to expend $9,500,000 to advertise and promote its next year's product. "The announcement comes as a fresh and wholesome breeze" in view of evidence that "many distributors" by contrast "are pulling in their horns on local co-op advertising. Max Youngstein, UA vice-president, and Roger Lewis, advertising-publicity director, rate kudos from all exhibitors," TOA says. "Here at least is one company prepared to work with the exhibitor who wants to do something extra at the local level."

CBS Makes Station Changes in Hartford

CBS will terminate operation of its UHF television station WHCT (Channel 18), Hartford, Nov. 15, 1958; and at the same time, the CBS Television Network is affiliating, effective Nov. 16, 1958, with WTIC-TV (Channel 3), Hartford, it was announced yesterday by Frank Stanton, president, Columbia Broadcasting System, Inc. WTIC-TV is owned and operated by Travelers Broadcasting Service Corp.

In making the announcement, Dr. Stanton stated, "We have decided to terminate operations of WHCT, owned and operated by CBS for more than two years, with great reluctance and deep regret.

Calls New Affiliation Necessary

"WHCT has been rendering an excellent service in the immediate Hartford area. In the last year, however, two VHF stations also have been serving Hartford proper and the general Hartford area. Recently the CBS Television Network was offered the opportunity to affiliate with WTIC-TV, one of these two VHF stations, whose management has pioneered in broadcasting. To make its programs more widely available to the residents of the important Connecticut River Valley, to provide greater coverage to its network advertisers, and because of decisive network competitive considerations, the network felt compelled to affiliate with WTIC-TV while the opportunity was still available."

PENETRATION PROMOTION BARRAGE

FOR *Columbia's*

TARAWA BEACHHEAD

☆ NATIONWIDE PUBLIC NOTICE ADS RALLY HUNDREDS OF MARINE VETERANS OF TARAWA TO HELP YOU COMMEMORATE THE TOUGHEST, MOST GALLANT CAMPAIGN IN LEATHERNECK HISTORY!

☆ SPECIAL FREE PROMOTION KIT GIVES EVERY SHOWMAN THE WEAPONS FOR HIGH-EXPLOSIVE EXPLOITATION! USE THEM IN YOUR AREA FOR MAXIMUM PENETRATION AMONG THE THOUSANDS OF PATRIOTS WHO WILL CHEER YOUR OWN "TARAWA" CAMPAIGN!

(For your kit, write to: Exploitation Dep't, Columbia Pictures Corporation, 711 Fifth Avenue, New York 22, N.Y.)

starring

KERWIN MATHEWS JULIE ADAMS RAY DANTON

with

KAREN SHARPE · ONSLOW STEVENS · Written by RICHARD ALAN SIMMONS · Produced by CHARLES H. SCHNEER

Directed by PAUL WENDKOS · A MORNINGSIDE PRODUCTION

RELEASE DATE:
NOVEMBER 20th
15th ANNIVERSARY OF
TARAWA BEACHHEAD!

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 84, NO. 73 NEW YORK, U.S.A., TUESDAY, OCTOBER 14, 1958 TEN CENTS

May Draw from Hat

Distribution of Soviet Films Is Unset Here

No Prearranged Plan for Deciding Who Takes What

Eric Johnston, Motion Picture Export Association president, is expected to resolve the still unsettled question of how and by whom the seven selected Soviet films will be distributed in the market by that requesting those companies to sell the 10 selected films to the Soviet to volunteer for the undertaking. This, at least, was the view of MPEA officials and foreign department executives on morning late last week of the closing of the film exchange agreement with the Soviet by Johnston and associates in Moscow. The agreement provides for the sale of 10 American films to

Eric Johnston

(*Continued on page 2*)

U.A. May Be First to Try Soviet Co-Production

United Artists may be the first to explore the possibilities of a co-production deal in Russia under the agreement concluded in Moscow last week by Eric Johnson, Motion Picture Export Assn. president, for exchange of U.S. and Soviet films and services. Max E. Youngstein, U.A. vice-president, will leave here tomorrow by plane for Copenhagen, where he will spend a day before proceeding to

(*Continued on page 2*)

Television Today

Page 5

Exhibitors Hit Rank's Plan

By WILLIAM PAY

LONDON, Oct. 8 (By Air Mail)—"Great concern at the Rank Organisation's rationalisation plan" is the keynote of independent exhibitors comment throughout the Cinematograph Exhibitors' Association's branch meetings this week.

At Birmingham branch chairman Miles Jervis thought the plan was not going to be too well received. It might force other cinemas to close. It will also be a strong deterrent to producers, and particularly independent producers, in this country and in America, he added.

It was the opinion of exhibitors M. Dent and Charles Hutchin that independent cinemas were staying

(*Continued on page 2*)

AIP Plans the Release Of 30 Films in 1959

By SAMUEL D. BERNS

HOLLYWOOD, Oct. 13. — American-International Pictures will have a $15,000,000 program of 30 films for release in 1959, in answer to exhibitor demands for more films with "box office magnetism." James H. Nicholson and Samuel Z. Arkoff, AIP heads, announced on Friday at a press luncheon in Lyman's celebrating company's founding four years ago. Four of these, which will be filmed under co-production arrangements in England, Australia, and South America, will

(*Continued on page 4*)

Blasts 'Fewer Pictures, Fewer Theatres'

Restore Independent, Save Industry: Kirsch

Keynote Address at Allied Meet Cites 'Responsibility of Attorney General'

By MARTIN QUIGLEY, Jr.

CHICAGO, Oct. 13. — "Restore the independent, and save the industry." With these words, voiced as virtually a clarion call, Jack Kirsch, general chairman of the convention of Allied States Association being held at the Terrace Casino here, highlighted his keynote speech delivered today at the opening session of the three-day conclave with the assurance that the future of the industry is bright, that "more hopeful signs are discernible today than at any time in recent years."

Jack Kirsch

"What I refer to," said the president of Allied Theatres of Illinois, "are the unmistakable signs of a re-

(*Continued on page 4*)

JDA to Honor Benjamin At Luncheon Nov. 12

Robert S. Benjamin, United Artists' chairman of the board, will receive the 1958 Human Relations Award at an industry-wide luncheon on behalf of the Joint Defense Appeal campaign on Nov. 12. Final plans were made at a meeting here last week, it was announced by Samuel Schneider, chairman of the JDA Amusement Division.

Robert Benjamin

Benjamin will receive the award "for distinguished service to the cause

(*Continued on page 5*)

Clarify 'Detroit News' Stand on Advertising

Special to THE DAILY

DETROIT, Oct. 13. — The recent conference conducted by A. H. McKeown, retail advertising manager of the "Detroit News" with key exhibitors has resulted fundamentally in establishing better relationships with theatres, and a frank revelation of the newspaper's stand regarding what

(*Continued on page 5*)

Financial Survey Hails Companies' TV Interests

Major company interest in expanding into new television enterprises is interpreted as a healthy financial symptom by the Value Line Investment Survey of amusement industry securities at the present time.

"In terms of earnings and divi-

(*Continued on page 5*)

Find Ealing Agreement 'Binding' For 95 Films to Go to U.K. TV

By PETER BURNUP

LONDON, Oct. 13.—Some 90 old features in the library of Ealing Films will apparently be made available to television here, despite efforts to prevent the move, the Film Industry Defense Organization has announced. FIDO is the industry group set up to control the release of feature films to TV.

A deal for the 95 films in question to be sold to ABC-TV was in negotiation before Associated British Picture Corp., parent company of the television station, had made arrangements to purchase Ealing Films. ABPC has now advised FIDO that the previous agreement between ABC-TV and Ealing is "binding" and the station has "complete freedom" to do what it wishes with the 95 films.

The rest of the Ealing backlog, however, will definitely be withheld from TV, ABPC has advised FIDO.

In addition certain concessions will be made. Of the 95 films not more

(*Continued on page 2*)

PERSONAL MENTION

RUSSELL V. DOWNING, president and managing director of Radio City Music Hall, returned to New York yesterday from a vacation in the West.

•

LOUIS NOVINS, president of International Telemeter Corp., returned to Hollywood at the weekend from New York.

•

SID BLUMENSTOCK, coordinator of promotion for next year's Academy Award telecast, is in Chicago from here to attend the convention of Allied States Association.

•

KENNETH N. HARGREAVES, president of Rank Film Distributors of America, returned to New York yesterday from London.

•

HERB STEINBERG, Paramount studio publicity director, left New York at the weekend for Hollywood via New Orleans.

•

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, and BERNARD LEVY, his assistant, are in Des Moines today from New York.

•

FRED LYNCH, advertising-publicity director of Radio City Music Hall, left for Hollywood over the weekend on a vacation trip.

Germany, France, Italy Added to Frisco Fete

Special to THE DAILY

SAN FRANCISCO, Oct. 13.—Three more foreign countries, Germany, France and Italy, have submitted pictures for the second annual San Francisco International Film Festival which opens here at the Metro Theatre Oct. 29.

Italy's entry, "White Nights," directed by Luchino Visconti and starring Maria Schell, promptly was accepted by the screening committee.

Because Germany and France each submitted two films for competition, the committee asked festival executive director Irving M. Levin for more time to choose the best candidate from each nation or possibily, as they did in the case of India, accept both entries. Decision of the committee is expected Monday.

Soviet Films

(*Continued from page* 1)

Russia and the purchase of seven Soviet films for distribution and exhibition here. While most other details, such as price, were decided, nothing has been prearranged to determine who distributes which Soviet film in this market.

Americans Picked 4 from U.S.S.R.

The Russians selected MGM's "The Great Caruso" and "Lili"; Paramount's "Roman Holiday," United Artists' "Marty," Warner's "The Old Man and the Sea," and Magna Theatres' RKO's foreign distributor "Oklahoma!" The other four American films are to be selected by the Soviet in the next 30 days. The American delegation selected four of the seven films it will take from the Soviets and will choose the remainder within 30 days also.

The feeling here is that on Johnston's return those companies whose films are being sold to the Soviet will be asked first to accept one or more of the Russian films for distribution here, perhaps by drawing a title from a hat, should there be indecision over who gets which picture. The final arrangements, in any event, will have to await Johnston's return to New York.

In Bucharest Today

He and his assistant, Ken Clark, and Turner Shelton, head of the film division of U.S. Information Agency, left Moscow late last week for Warsaw and Prague. They are scheduled to be in Bucharest today and will go from there to Budapest, Vienna and Paris. They will endeavor to close additional deals for sale of Hollywood films in each of the satellite countries visited. Considerable progress on such deals was made by Johnston during a visit behind the Iron Curtain a year ago and, with the expected favorable impression resulting from the Moscow agreement, chances of closing additional deals within the Soviet orbit are believed improved.

Little Profit Expected

With American producers receiving only $60,000 for each standard size film selected by the Soviet and $67,000 for a wide screen film in the total of 10, and buying seven Soviet films in turn, the commercial aspects of the deal are almost insignificant. The companies entered into the agreement at the behest of the State Department which was anxious to implement its cultural exchange agreement with the Soviet in this way. The companies gave Johnston unrestricted authority to conclude an agreement at his discretion on the best terms obtainable.

Johnston and his party are due back in New York on Oct. 22.

Cartoonists Needn't Pay Initiation Fee: NLRB

From THE DAILY Bureau

WASHINGTON, Oct. 13. — The National Labor Relations Board has ruled that members of a screen cartoonists union who are employed by five animated film producers need not pay an initiation fee of $250.

The ruling stated that union members employed by Warner Brothers, Loew's, Walter Lanz, UPA and Walt Disney and belonging to bargaining units "covered by a collective bargaining agreement requiring membership in the union as a condition of employment" should not be required to pay an "excessive" or "discriminatory" initiation fee. The NLRB did not state what it would consider a reasonable fee, but did rule that anything paid over $50 on or since July 1, 1956, must be refunded.

The NLRB's ruling in the case is final. It was brought by the Motion Picture Screen Cartoonist Local 839 of IATSE and the Animated Film Producers Assn.

Ad Advisory Group to Consider Complaints

The advertising advisory council, comprised of advertising-publicity directors of Motion Picture Association member companies, will meet tomorrow with Gordon White, director of the Advertising Code Administration, to discuss current and recent complaints against some areas of film and theatre advertising.

Ealing Deal

(*Continued from page* 1)

than 60 will be shown on TV without further consultation with FIDO. And if these are shown at all it will be over Midland and Northern TV stations only. Finally, each picture, if shown at all, will be shown only once.

It is further understood that ABC-TV will only show the disputed films on Sunday afternoons, outside the normal cinema hours.

UA May Be 1st

(*Continued from page* 1)

Moscow to look over production facilities and explore possible co-production arrangements.

Under the new U.S.-Soviet film exchange pact, American companies are authorized to carry on negotiations and conclude agreements with Soviet studios for joint production of films in accordance with the provisions of the cultural and technical exchange agreement between the U.S. and the Soviet.

Youngstein also will visit Kiev, Leningrad, Greece, Israel, Rome, Paris and London with similar objectives in mind. He will be away three or four weeks in all.

Exhibitors Hit

(*Continued from page* 1)

open. Others thought the Rank Organisation should have dealt with the matter quietly to avoid both headlines which made the public think the cinemas were dying. D. Clark suggested that independents should put on their screens notices saying "this cinema has no intention of closing."

The meeting decided to hold any action until John Davis, managing director of the Rank Organisation, had explained his plan to exhibitors. If necessary, they would then call a special branch meeting some time next week.

From the Bristol branch meeting, the problem was summed-up by vice-chairman E. C. Rogers when he said: "Far from rationalising the theatres more could be done if tackled from the production end. Ninety per cent of the solution is product. More than half the cinemas in the country are situated in solus positions," he said. "Rationalisation is therefore automatic."

Report Hinge Opposed

It is understood president of the CEA, E. J. Hinge, is against any closure of cinemas unless forced by economic conditions. He is reported to have gone on record with: "I refuse to be slung out of the business I like. Mr. Davis has a perfect right to do what he likes in his own organisation but we also can look after our own destinies. The only way rationalisation can affect us is if production gets into such a state that we are frozen out of product."

Washington 'Hurrah' Bow Charity Event

From THE DAILY Bureau

WASHINGTON, Oct. 13.—The premiere of Columbia's "The Last Hurrah" will be sponsored at the Trans-Lux Theatre on Oct. 30 by the Home for Incurables.

Many of the leading citizens of the capital will attend the benefit opening, which is being arranged by a committee consisting of Mrs. Richard McDonnell, president; Mrs Myron Cowen, Mrs. James Orr Derby and Mrs. James Lawrence Hoghteling.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
"CAT ON A HOT TIN ROOF"
ELIZABETH TAYLOR • PAUL NEWMAN • BURL IVES
JACK CARSON • JUDITH ANDERSON
FROM M-G-M IN METROCOLOR
and GALA NEW STAGE SPECTACLE

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasury; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

GAME OF CHOICE!

Trailers are the consistent 'choice' of smart showmen... *You bet an 87 to 1 shot and win everytime!

NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

*Sindlinger & Co., in its latest survey, reports that a trailer showing to 200 people will motivate 87 of these people to return and see the picture advertised. The cost of the trailer?... Just one ticket of admission. A ratio of 87 to 1.

Allied Hears Kirsch Plea for Independents

(*Continued from page* 1)

birth of faith in the motion picture business among exhibitors, a determination to right the wrongs to which they are subjected."

The struggle to right alleged wrongs, he emphasized, should be conducted along the lines suggested in Allied States' "White Paper," supported, if absolutely necessary, by Federal action.

"There is a grave responsibility on the Attorney General," he said, to alleviate conditions in an industry that "cannot survive half sick and half well."

'Concerned with the Failure Thereof'

"I am not going to squander the precious time of this convention," said Kirsch, "by dwelling upon the conditions which prevailed prior to the decrees in the Paramount case. They are interesting historically and shed light on current efforts to recreate those conditions notwithstanding the decrees. Modern motion picture history began with the entry of those decrecs and we are concerned with the failure thereof to achieve their intended effects, which is due mainly to the failure of the United States Attorney General to enforce them.

"Let us consider briefly what it would mean to you exhibitors if those decrecs were to be enforced according to their letter and clear intent.

"I am not a lawyer and I would not think of discussing these legal documents if the language used in writing were not so plain that any layman can understand them.

"Let me ask what it would mean to you in the operation of your theatres if any or all of the following conditions provided for in the decrees governed the licensing of pictures for exhibition in your theatres. . . .

Clarifies Decree

¶ "What would it mean to you if the provision requiring the licensing of pictures 'theatre by theatre, without discrimination' were honestly enforced? Please note this does not say, as some critics have asserted, that licenses shall be granted 'picture by picture.' Its obvious purpose was to prevent the distributors from granting the big circuits formal or tacit preemptive rights to pictures—franchises, if you pleasc—without affording independent competitors a fair opportunity to license the same.

¶ "What would it mean to you if, as must certainly has been intended, thc amount of waiting time between runs of a picture in different theatres in a competitive area was treated as clearance regardless of whether it was set forth in the prior-run's contract, and, as clearance, subject to the requirement that, in order to be legal, it must be reasonable?

¶ "What would it mean to you if the provision against the fixing of admission prices by the distributors should be enforced to the letter, so that you with your imitimate knowledge of local conditions could adjust your admission prices to the known ability and willingness of your patrons to pay?

¶ "What would it mean to you to be assured that if one of the divorced circuits seeks to acquire or build a theatre to compete with yours the attorney general would not agree to it in advance but would follow the decree and require the circuit to prove to the satisfaction of the court, that such acquisition would not unreasonably restrain trade?

"You can see, therefore, that the attorney general has a grave responsibility in connection with the current trend towards the reconstruction of monopoly in the motion picture business.

"In the face of thc facts set forth in the "white paper" and the clearly worded dccrees, it cannot be maintained that there is room for serious disagreement as to thc meaning of the decrees or their application to the facts.

"Now let it be understood that I do not favor government intervention in the affairs of the motion picture business, if it can possibly be avoided. And neither does the board of directors of national Allied. . . . Do not be misled by the sometimes careless, often malicious, charge that Allied favors government control, or that Allied is always calling a cop. The prompt and effective answer to such claims is:

"Allied will always do its best to obtain recognition of the exhibitors' rights by normal methods of negotiation. But if those methods are not productivc, it will employ whatever legitimate means are available to secure recognition of those rights. And if the exhibitors must be subjected to some form of regulation, Allied prefers that it be imposed by the government pursuant to an act of Congress, adopted after full hearing, rather than by the film companies and divorced circuits, wholly in their own interests and without consideration for the independent theatre owners.

"Restore the independents and save the industry.

"In the light of these facts, Allied Statcs Association has embarked upon a daring program to restore the independent theatres to their rightful place in our business. Saving those theatres, Allied is convinced, will contribute greatly to the prosperity of the entire industry. . . . Let the film companies put their boxoffice attractions on general release, licensing them to the theatres in the sequence of proper runs, with only reasonable waiting time between runs in competitive areas. And let them make the pictures available to small towns at a reasonable time after territorial release, or at the close of the engagement in the nearest key city. Then let us see what happens."

Hits 'Fewer Pictures' Plan

Discussing the policy of "fewer pictures shown in fewer theatres," Kirsch, calling such policy a "menace," told the delegates:

"This strange doctrine, so contrary to the American policy of a free and expanding economy, was first voiced by Mr. Sam Goldwyn. Other prominent industry members have joined in the refrain. What they imply is that the producers should confine their operations to the making of only a few triple-A pictures (now known as "blockbusters") and that the exhibition thereof should be restricted to a limited number of carefully selected big city, first-run theatres, on long engagements at high admission prices.

"Thus every picture would be roadshown or specially handled. In order to drain off every possible dollar of the potential revenue in this fashion, the favored theatres will boldly advertise that the picture will not be shown in any other theatre in the competitive area for a long, long time.

Criticizes Circuit Heads

"This tightly restricted method of marketing pictures, of course, appeals to the circuit heads who operate most of the big city first-runs and are the bencficiaries of the system. They, naturally, are out to absorb as much of the available revenue as they can. They are not now and never were interested in sharing any of it with their independent competitors. So it is not strange that they too have joined in a part of the mystic chant. 'Fewer and better theatres' is their solution of industry problems.

"Not long ago the head of one divorced circuit, which through its subsidiaries operates 322 theatres in the United States, claimed that 'to many first-class pictures are bein shown in second-class theatres,' an very recently the head of anothe divorced circuit, who also operates considerable circuit of his own, diag nosed the industry's principal ill a 'overseating.' According to them a lo of theatres—thousands of them—mus be closed if the remainder are t prosper.

"Now I ask you, ladies and gentle men: whose theatres do they thin should be abolished? If they hav in mind their own, they have th remedy in their own hands. But know and you know that the theatre they would like to see closed ar your theatres and mine. Their ide is for all pictures to be shown i their key houses for as long as the can stand up. Then for the moppin up of whatever revenue may yet b available, they want to confine th later runs to their secondary thea tres."

Butler, Astoria Studio Veteran Is Dead at 68

John W. Butler, 68, an industry vet eran who helped in the changeover the Paramount Astoria studio on Lon Island from silent to sound produc tion, died suddenly on Oct. 9. Service were held yesterday at St. Joseph R. C. church in Manhattan. At th time of his death, Butler was with th Army Pictorial Service at the Astori studio, where he had been since 194 shortly after the studio was taken ove by the Army for the production o training films.

Joined Paramount in 1920

Butler joined Paramount in 1920 a a senior accountant. In 1926 he wa named assistant to the Eastern pro duction head, and in 1928 becam executive manager of the Astoria stu dio. In that capacity he supervise the changeover from silent to soun at the studio where such stars as Eddi Cantor, Walter Huston, Edward C Robinson, Claudettc Colbert and th Marx Brothers worked. At the time o his death he was chief operations ad visory officer on the staff of the com manding officer at the Astoria studio

AIP Plans

(*Continued from page* 1)

have budgets running from $500,00 to $1,000,000. The others will b made on budgets from $250,000 t $500,000 with the major financin being handled through Chesapeak Industries, operators of Pathe Labora tories, and Colonial Bank of Nev York. Nicholson and Arkoff are cur rently working on plan for a large revolving fund.

THE GEVAERT CO. OF AMERICA, INC.

Quality photographic materials since 1894

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GEVAERT
(CANADA) LIMITED
345 Adelaide St. West
Toronto 2-B
Ontario

Professional MOTION PICTURE FILMS *release positive*

Detroit News'

(*Continued from page* 1)

t deems questionable advertising in he public interest.

The most constructive liberalizing actor, hailed by all exhibitors, is the mpending publication beginning Oct. 26 of "The Passing Show" tabloid, ntertainment section which will cenralize and increase movie coverage. The second is the reversion to a olicy of printing reviews the day ollowing openings, instead of capule comments published only Sundays.

Ads Have Been Revised

The controversial theme to which heatres object nationally is that of censoring" advertisements. McKeown tates that advertising matter deemed bjectionable has consistently been hanged in the past when copy was eceived too close to deadlines to ermit change by the theatres. He dds, "This is not restricted to motion icture theatres, but applies to all dvertisers. We regard our advertising s we do our editorial content and at ll times must first consider our readrship to which certain things might e objectionable in the home. The bject of the conference was to make notion picture exhibitors more conious of our problem so that they ould be in a better position to work ith us. We have no intention of lamping any censorship as such, on ur advertisers. But, unhappily a few ometimes step out of line with good aste, and we feel as a newspaper oing into the homes of Detroit we ust consider our readers."

One of Detroit's leading exhibitors onfirms this by saying there are imes when copy designed to attract usiness slips out, that might prove ffensive.

Say Some Copy 'Backfires'

Exhibitors also concede there are ouses and drive-ins which have been aking copy unnecessarily lurid, and hich backfires both because of protests, and that those attracted to heatres and skytops by such advertising find the pictures themselves do ot contain the titillating material hey expected.

The Detroit "Free Press," which itherto has not expressed itself on he subject last week asked a theatre ere to change the word "intimate" to personal," in the advertising, of all hings, on Academy-winning documentary "Albert Schweitzer."

Harmon Ups Hebert

HOLLYWOOD, Oct. 13.—William lebert, administrative consultant in he formation of Larry Harmon Proluctions, has been named executive ice-president of the organization. In ssociation with Harmon he will have upervision of the latter's feature artoon, TV commercial and merhandising divisions, in addition to ublic relations.

Hebert in the past has been advertising-publicity director for Cecil B. DeMille, David O. Selznick and Samel Goldwyn.

NTA TV Stars Go on Appearance Tours

The first of a series of nationwide personal appearance tours by stars the NTA Film Network's television shows got under way last week coincident with the inauguration of the network's fall programming schedule. The shows, now being telecast by 115 television stations from coast-to-coast, are the "TV Hour of Stars," hosted by John Conte; "This Is Alice," starring nine-year-old Patty Ann Gerrity and her dog "Hector"; "Man Without a Gun" with Rex Reason, and "How to Marry a Millionaire," featuring Lori Nelson, Merry Anders and Barbara Eden.

Now in New York

Lori Nelson, Merry Anders and Barbara Eden, the "How to Marry a Millionaire" stars, comprise the first unit touring the major markets. They have already been to Chicago, Minneapolis-St. Paul, and Detroit. They have arrived in New York for a series of personal appearances yesterday, today and tomorrow. From New York they are scheduled to visit Hartford and New Haven, Conn., on Oct. 16. Oct. 17 is set aside for a stopover in Washington, D. C. From Washington, the girls travel to Ft. Worth-Dallas, Las Angeles, San Francisco and Seattle.

Following the completion of the "How to Marry a Millionaire" tour, Patty Ann Gerrity and her dog "Hector" will visit the same cities. John Conte, host for the "TV Hour of Stars," is scheduled to follow the "This Is Alice" tour.

It is planned to have Rex Reason, the "Man Without a Gun," wind up the campaign. Dates for his tour have not yet been set. They will depend on his current screening commitments in Hollywood.

JDA Cites Benjamin

(*Continued from page* 1)

of community welfare and human rights."

The Amusement Division campaign will help meet JDA's national goal of $5,600,000, on behalf of programs for promoting better group relations. JDA is the fund-raising arm of the American Jewish Committee and the Anti-Defamation League of B'nai B'rith, the nation's oldest and largest community relations agencies combating projudice and discrimination and promoting inter-group harmony.

Industry leaders attending the JDA planning luncheon in the Astor included Barney Balaban, Harry Brandt, and William J. German, all serving as honorary chairmen of the Amusement Division; Schneider, associate chairman Herman Robbins, company chairmen Irving H. Greenfield, Arthur Israel, Jr., Harry Mandel, John J. O'Connor, Archie Weltman, Mortimer Wormser, and Edward K. Solomon; luncheon committee members Harold Rinzler, Herman Schleier, Morton Sunshine; co-chairman, Theatre Division, Emanuel Frisch; Cinema Lodge members Jack H. Levine, Martin Levine and Robert K. Shapiro.

Television Today

IN OUR VIEW

THE vast and vital important area of public service programming is coming in for a substantial share of network attention in the new broadcasting season just getting under way, we are happy to report. Too much cannot be done in this field, for its overtones of value to the general community welfare, the people who make up the vast body of TV viewers and the television industry as a whole are unmistakable.

It is indeed heartening to note that the top echelon of officials in all of the networks are highly conscious of the importance of public service programs, and are ever-ready to lend an ear to a project of this character. A case in point has come to attention just this past week, as NBC announced a public service project known as "Science Calling."

•

As announced by P. A. Suggs, executive vice-president in charge of NBC Owned Stations, "Science Calling" will enlist the facilities of the 13 radio and television stations owned by NBC in eight major cities of the country. Those units will combine their facilities for a period of at least six weeks in an effort to concentrate public attention on the nation's need for more trained scientists. The program, Mr. Suggs indicated, will supplement or complement "Continental Classroom," the course which the NBC television network is carrying coast-to-coast and which may be used for credit by some 300 colleges and universities. That is designed for high school science teachers and is aimed at raising the level of science instruction.

The unique and interesting element of the "Science Calling" project, as we see it, is that all broadcasting units will not follow the same technique and procedure. The executives of each station will work closely with the educational authorities of the particular community, thus ascertaining in advance the most practical and effective approach to achieve maximum results, depending upon the needs and requirements of the area involved.

•

It is indicated that a total of at least 200 hours of program time and some 3,500 public service announcements will be devoted to the new project, which will get under way this and next month. Scientific organizations as well as educational centers are cooperating in the production of the programs, and a full range of broadcasting techniques will be employed in the course of the programs, including, beside the conventional lecture form and panel discussions, such as remote pickups, demonstrations of science experiments and dramatic programs.

Leading educators and scientists have been quick to approve, endorse and laud the science project, and well they might. Robert W. Sarnoff, NBC board chairman, recently indicated, in the course of a talk, that NBC is projecting five years in advance in developing a broad range of public service programs, which will delve into this nation's proud heritage. Mr. Sarnoff said then: "The need for preparedness and a strong defense has become one of the grim facts of life in the twentieth century. Here the nation's broadcasters have a critical role to play beyond their programming effort."

Mr. Sarnoff speaks for the whole of television when he cites the need and the willingness. NBC is not alone in its public service efforts. It is a field which is basic to television's inherent responsibility, and one in which it is consciously active at all times.

—Charles S. Aaronson

Finance Study

(*Continued from page* 1)

dends," the survey states, "television interests of film companies will probably not make a major contribution in the coming year. But over a period of time, as the film producers become more deeply engaged in this field, they should be in a position to participate fully in the sustained further growth visualized for the television industry."

Four Film Companies Cited

The survey points to National Theatres' deal to acquire National Telefilm Associates, asserts Loew's and Warners are increasing their telefilm production and are planning to produce live TV presentations, observes that AB-PT "is establishing itself as a strong third" in the television broadcasting industry, and that Paramount, "according to trade reports, is actively studying the feasibility of producing magnetically taped shows for TV."

The survey feels the TV expansion of the companies is desirable because it sees only a "moderate recovery" in theatre attendance over the next few years, whereas it foresees a substantial continued growth for TV.

ADD THE ROXY THEATRE N.Y. TO 215 OF THE TOP THEATRES IN THE U.S.A. AND CANADA

WHO HAVE ALREADY BOOKED COLUMBIA'S "SINBAD" FOR CHRISTMAS!

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 84, NO. 74 NEW YORK, U.S.A., WEDNESDAY, OCTOBER 15, 1958 TEN CENTS

In Allied-Meet Talk

Implement the 'White Paper' Myers Urges

Says D. of J. Can Enforce Decrees in Several Ways

By MARTIN QUIGLEY, JR.

(Picture on Page 7)

CHICAGO, Oct. 14. — Members of Allied States Association today were urged by Abram M. Myers, general counsel, to intensify their efforts to implement the organization's "White Paper."

Abram F. Myers

Myers was the principal speaker at the session of the national convention devoted to explaining the document.

"It is monstrous when the Attorney General puts his own grotesque interpretations on these matters [the consent decrees] and refuses to

(*Continued on page 7*)

Coyne to Be Honored At All-Industry Lunch

Plans are being made for an all-industry luncheon to be given in the near future for Robert W. Coyne, COMPO special counsel, as an expression of the industry's appreciation of his services, it was announced yesterday by the COMPO governing committee, which comprises Sam Pi-

(*Continued on page 5*)

'Buccaneer' to Premiere In New Orleans Dec. 11

Special to THE DAILY

NEW ORLEANS, Oct. 14.—"The Buccaneer" will have its world premiere here at the Saenger Theatre on Thursday, Dec. 11, it was announced by deLesseps S. Morrison, Mayor of New Orleans. In an official proclama-

(*Continued on page 6*)

Col. Reports Net Loss $1,150,000 for Year

Columbia Pictures yesterday announced a loss from operations for the year ended June 28 of $1,150,000. At the same time the company said it had "deemed it advisable to make special write-offs of $3,837,000."

In the previous year the company reported net earnings from operations of $2,253,000.

Will Import Foreign Films for Children

Importation of foreign films especially produced for children is planned by Walter Reade, Jr., and Continental Film Distributing, Inc., of which he is board chairman. Associated with him in the venture are Mrs. Marjorie G. Dawson, who was with the Motion Picture Association of America for a number of years, and Oscar Morgan, who recently retired from Paramount after 44 years with the company. During the latter part

(*Continued on page 5*)

WB Holding Regional Sales Meet in 4 Cities

Warner Bros. will hold four regional sales meetings during the next seven days to carry through the decisions of the company's national sales convention at its New York home office last week. The three-day national meeting mapped distribution and promotion plans for such upcoming films as "The Old Man and the Sea,"

(*Continued on page 5*)

Distribution Policies Upheld

U.S. Scores Allied's 'White Paper' Charges

Calls Contention That It Fails To Enforce Decrees 'Unfair' One

The Department of Justice has prepared a six-page statement rejecting charges made in the so-called Allied States "white paper" that it has not enforced the industry Federal consent decrees effectively and citing legal backgrounds in support of its position and of numerous specific distribution trade practices complained of in the pamphlets distributed by the exhibitor association.

The Justice Department statement, which has been sent by Victor R. Hansen, head of the Anti-Trust Division, to Senators, Representatives and others in and out of government who have made inquiry concerning the Allied charges, asserts at the outset that "Much of what is contained in the (Allied) pamphlet was covered at hearings held" (in March and May, 1956) by the subcommittee of the Senate select committee on Small Business.

The statement takes up specific complaints in the Allied pamphlet, among them Paramount's release policy for 'The Ten Commandments"

(*Continued on page 6*)

High Court Rejects Pa. Appeal on Sunday Films

From THE DAILY Bureau

WASHINGTON, Oct. 14.—The Supreme Court dismissed an appeal challenging Pennsylvania's right to ban Sunday film showings.

This left in effect court decisions upholding the conviction of a Pennsylvania exhibitor for showing films on Sunday.

The high court, getting down to business yesterday for the new 1958-

(*Continued on page 5*)

First U.S. Independent Deal with Soviet Set

The first U.S. independent film deal concluded with the Soviet has been confirmed by A. Davydov, director of the Soviet's Film Division, in a cable to B. Bernard Kreisler, president of International Film Associates Corp.,

(*Continued on page 2*)

REVIEW:

The Last Hurrah

Columbia

THE VIRTUOSITY with which producer-director John Ford handles actors, camera and film to achieve a particular effect has seldom had so wide a range as in this delightful, absorbing, warm and human study of a politician of the old school and the ould sod. Combined with the Ford magic is a Spencer Tracy performance, perfect in spirit and letter, which ranks with anything the old master has done in a long and distinguished career; and an astonishing list of co-stars and supporting players, each perfectly matched by the Ford genius to characters they portray. The list, long enough to crowd any marquee, includes Jeffrey Hunter, Pat

(*Continued on page 5*)

Royal Succeeds Sims As Tri-States Head

Special to THE DAILY

MEMPHIS, Oct. 14.—In a hospital at Meridian, Miss., with a broken ankle and unable to attend the convention, Lloyd Royal, Meridian exhibitor, was elected president of the Tri-State theatre owners at today's closing session of a two-day conven-

(*Continued on page 5*)

Velde, Fitter to Hold UA District Sales Meets

Special to THE DAILY

SAN FRANCISCO, Oct. 14.—James R. Velde, United Artists general sales manager, and Al Fitter, Western Division sales manager, will hold a series of top level sales meetings here and in Los Angeles, Omaha and Chicago this week with district

(*Continued on page 7*)

PERSONAL MENTION

DAVID A. LIPTON, Universal vice-president, will arrive in New York tonight from Chicago and the Coast.

•

MILTON R. RACKMIL, president of Universal Pictures, will leave New York today for the Coast.

•

MAX E. YOUNGSTEIN, vice-president of United Artists, will leave here today for the Soviet Union, Greece and Israel.

•

ROGER LEWIS, United Artists director of advertising-publicity, will be married in Upper Montclair, N. J., on Sunday to LISA DANIELS, of Birmingham, England.

•

MACGREGOR SCOTT, president of Associated British-Pathe, left Hollywood yesterday for New York.

•

MANNY REINER, Independent Television Corp. vice-president in charge of foreign sales, will leave here on Saturday for the Far East.

•

FRED GOLDBERG, United Artists promotion executive, left New York yesterday for Chicago.

•

MILT BRAUMAN, of the Screen Guild of Pittsburgh, is in New York from that city.

•

BOB DORFMAN, Buena Vista exploitation manager, has returned to New York from Dallas.

•

BURT LANCASTER will return to New York this week from Dallas.

•

JOSEPH E. LEVINE, president of Embassy Pictures, Boston, is en route to Hollywood with a stopover in Chicago.

Lk. Placid Closing Due To 'Normal' Recession

Special to THE DAILY

LAKE PLACID, N. Y., Oct. 14.—Peter Roland, president of Adirondack Theatres Corp., operators of the Palace Theatre here, today stated that the Palace will be closed tomorrow because of "normal" seasonal losses and not because of the action by Msgr. James T. Lyng, pastor of St. Agnes Roman Catholic Church here in imposing a six-month ban on the house for the members of his parish.

Msgr. Lyng had sought without success last August to have the theatre withdraw the film, "And God Created Woman."

Allied Artists Expects Profit in 1st Quarter

Allied Artists Pictures expects to show a profit for the first quarter of the present fiscal year, ended Sept. 27, S. Broidy, president, said yesterday in releasing the annual financial report of the company. Preliminary figures indicate a profit for the first quarter, he said, and final results will be available in time for the annual stockholders meeting Nov. 12 at the office of the company in Hollywood.

Principal business of the stockholders meet will be to reelect nine directors, including W. Ray Johnston, Broidy, George D. Burrows, Roger Hurlock, Sherrill Corwin, Edward Morey, Paul Porzelt, Norton V. Ritchey, and Herman Rifkin.

For the fiscal year ended June 28, 1958, the company had a loss of $1,189,688, which compares with a loss of $2,458,910 for the preceding year. The 1957 loss was reduced to $1,783,910 after a credit of $675,000 for Federal income taxes for prior years recoverable under the loss carryback feature of the Federal tax law. In 1958 no tax credit was available but the company had available, as of June 28 this year, a carry forward for tax purposes of losses relating to years ended June, 1957, and June, 1958, amounting to approximately $1,700,000 to be applied against future profits.

Allied Artists plans to release 32 pictures in the current year, including four "in the high budget class."

Funeral Tomorrow For Roy D. Edwards

Funeral services will be held tomorrow at 2 P.M. at the George Davis Funeral Home, New Rochelle, for Roy D. Edwards, newsreel cameraman, who was killed Sunday when a helicopter crashed in the Hudson River near the George Washington Bridge.

Edwards, born in Oklahoma, started as a newsreel cameraman in silent film days with Paramount News. Twenty-five years ago he moved to Universal News and during the intervening years covered almost every major news event. Widely known and liked in the trade, he was a past president of the Radio-Newsreel-Television Working Press and of IATSE Looal 644. At the time of his death he was on assignment for News of the Day and Telenews to photograph the maiden voyage of the "Santa Paula" up the Hudson River.

Charles Klein Dies

DENVER, Oct. 14.—Charles Klein, 72, president of the Black Hills Amusement Co., died at St. Joseph's Hospital in Deadwood, S. D., following a long illness. He is survived by his wife, two sons and a daughter.

Soviet Deal

(*Continued from page* 1)

and involves the purchase by the latter for distribution here of the 30-minute Soviet color cartoon, "The Magic Violin."

In turn, Soviet officials will select one or more of three films offered by Kreisler for exhibition there, with payment to be made in dollars. The films are the Hollywood-made "The Brave One," and "Tomorrow Is Forever," and a third, a documentary-feature, "Leonardo Da Vinci."

Although the deal is in accordance with the cultural exchange film agreement signed in Moscow last week by Eric Johnston, president of the Motion Picture Association, Kreisler conferred with Davydov in Moscow on the deal a year ago.

Bonwit Patrons Like 'Roots' Ticket Plan

The 20th Century-Fox—Bonwit Teller arrangement for handling reserved seat sales for "The Roots of Heaven," which opens today at the RKO Palace Theatre, has been so cordial that the big department store is paying for heavy newspaper advertising on the project. Sixty-three inches of the store's ads yesterday were devoted to the plan.

More than 1,500 orders for seats for the Palace engagement have been received by the store.

Charge Account Is Billed

Under this plan, readers fill out an order form at the 721 Fifth Avenue store, or the suburban stores in White Plains or Manhasset and receive a coupon listing the accommodations which is exchanged at the ticket office. This can be done by mail. Payments go on the customers' charge accounts.

Bonwit Teller executives report hundreds of lettters received from customers praising the new service. Twentieth Century-Fox paid for sending out 200,000 pamphlets to the store's charge accounts, but the store took over the cost of the newspaper advertising when it discovered how popular the arrangement has become.

'Cat' Nears $6,000,000

The blockbuster pace set by "Cat on a Hot Tin Roof" in its early weeks is continuing as the box-office gross nears $6,000,000, M-G-M has announced. Holdover strength is evidenced by four engagements which are now in their seventh week: the State, Boston; the Albee, Cincinnati; the Tech, Buffalo; and the Stanley Theatre, Baltimore. Over 20 theatres in key cities are holding "Cat" for six weeks with additional holdover weeks forecast for many of these engagements, the company added.

Zanuck, 2 Stars Will Attend 'Roots' Bow

Producer Darryl F. Zanuck and stars Juliette Greco and Trevor Howard will head an array of international notables at the gala world premiere of "The Roots of Heaven," at the RKO Palace Theatre here tonight. The opening will benefit The Lighthouse (The New York Association for the Blind). It will be strictly a "black tie" affair, the company said.

Other dignitaries invited to the debut include His Highness the Aly Khan, Suzy Parker, Joan Crawford, Pat Boone, Lee Remick, Harry Belafonte, Farley Granger, Margaret Truman, Gilbert Roland, Dina Merrill, Marlene Dietrich, Peter Lind Hayes and Mary Healy, Celeste Holm and Tommy Sands, among others.

The opening will be covered by national radio and television networks with Voice of America and Armed Forces Radio beaming the event throughout the world. Movietone News cameramen will photograph highlights of the evening for showing in the nation's theatres and for servicing to television outlets in England, France, Belgium, Germany and Spain.

New Optical System At Palace Tonight

A new optical system for motion picture projection, designed to eliminate "horizon sag," has been designed by Bausch and Lomb and will be used for the first time at the world premiere this evening of Darryl F. Zanuck's "The Roots of Heaven" at the Palace Theatre here.

The new development is described as a completely integrated optical system rather than an attachment, and is said to exhibit a remarkable improvement in audience viewing, image quality, and depth of imagery. Its most outstanding feature is the elimination of "horizon sag," a problem which has long plagued steep angle projection on the curved screens used for CinemaScope and other new wide screen processes.

To Honor Weitman

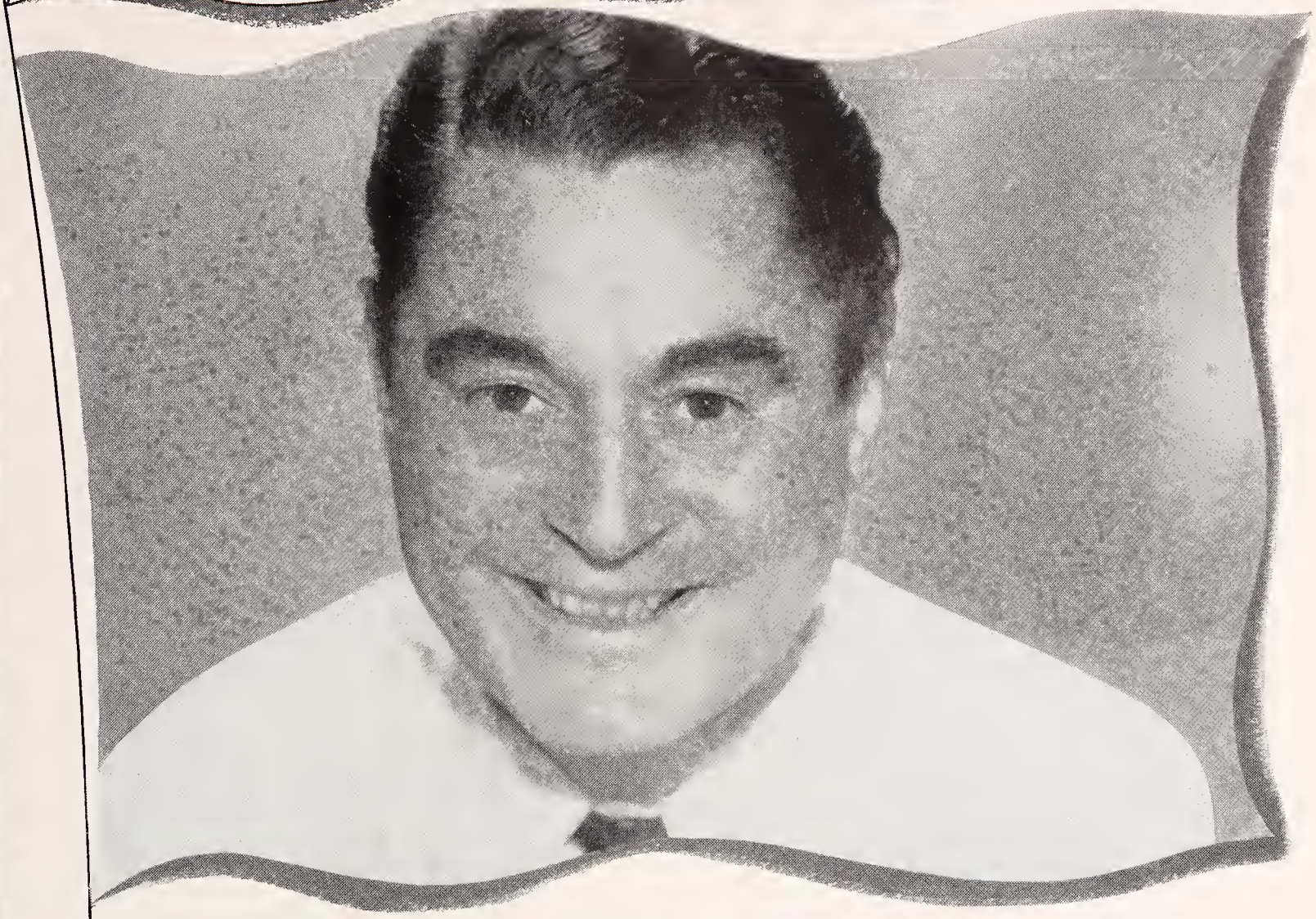
ALBANY, N. Y., Oct. 14.—Norman Weitman, whom Universal recently transferred to Cleveland as branch manager, will be honored by area industry friends at a dinner in the Empire Room of the Sheraton-Ten Eyck Hotel tomorrow night. Weitman served as Albany manager for almost four years.

Adler Back at Studio

HOLLYWOOD, Oct. 14.—Buddy Adler, 20th Century-Fox production head, returned to his desk at the studio yesterday, following five weeks of recuperation from an illness.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten. National Press Club, Washington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasury; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

Joyful Industry News from 20th!



THE NOTED PICTURE-MAKER AND SHOWMAN

LEO McCAREY DOES IT AGAIN!

the creator of motion pictures of great heart, humor and happiness has completed a new entertainment to stand beside his unforgettable hits... GOING MY WAY, THE BELLS OF ST. MARY'S, THE AWFUL TRUTH, AN AFFAIR TO REMEMBER. Soon, from 20th, for the whole world to love and admire...

LEO McCAREY'S **RALLY ROUND THE FLAG, BOYS!**

More than one year on the nation's best-seller lists!

MAX SHULMAN'S most popular book comes to the screen at the peak of its popularity!

LEO McCAREY'S RALLY ROUND THE FLAG, BOYS!

PAUL NEWMAN · JOANNE WOODWARD

boxoffice-hot star of "The Long, Hot Summer" and "Cat on a Hot Tin Roof"!

this year's Academy Award Winner "Best Actress" of 1958!

JOAN COLLINS · JACK CARSON

in her finest performance...adding the sparkle of comedy to great beauty!

in the most delightful role he has played in years!

CINEMASCOPE
COLOR by DE LUXE

DIRECTED BY LEO McCAREY SCREENPLAY BY CLAUDE BINYON and LEO McCAREY

Printed In U.S.A.

Foreign Films

(*Continued from page* 1)

of his stay he was general sales manager for short subjects.

The details of the plan were explained yesterday to an audience of about 50 men and women interested in providing film entertainment for sub-teenagers at a conference in the Hampshire House. Represented were Parent-Teacher Associations, magazine and newspaper writers who specialize on children's subjects, and others.

Mrs. Dawson has recently returned from Belgium where she was an official observer for the State Department at the Children's Film Festival at the Brussels Fair. Participating nations rose from five to 20 in the last days of the conference, she reported.

The United States has fallen behind in developing children's programs, she said. The Children's Film Library has resulted from a reduction of films suitable for children from a high of 43 per cent per annum to a low of 8.13 per cent for the period from January to July 1958, she pointed out.

Sees Participation Vital

"To regain the childrens' audience," she said, "it is desirable at this time to participate in the UNESCO sponsored program of international exhibition of children's films."

Reade reported that he had tested films produced by the British Children's Foundation and several European countries in his own theatres and had found the reactions of youngsters were the same as in this country. He has arranged to put on a series of eight adventure films as a starter.

If the plan works out, he predicted, exhibitors will ask for replacements to the Children's Film Library. The first series imported consists of eight features, an eight-part British serial and American short subjects.

WB Meeting

(*Continued from page* 1)

"Auntie Mame," "Home Before Dark," "The Hanging Tree," "Rio Bravo" and "The Nuns Story."

The regional meetings will take place today and tomorrow in Philadelphia and Detroit, tomorrow and Friday in Chicago and next Monday and Tuesday in New Orleans. Charles Boasberg, the companys general sales manager, will address all four meetings.

Abe Stark Club Member

Sol A. Schwartz, president of RKO Theatres and head of the Metropolitan Motion Picture Theatres Association, and Harry Brandt, president of the Independent Theatre Owners Association, in a ceremony at City Hall here, today, will present to Abe Stark, president of the New York City Council, the first Golden Age Movie Club membership card. The club affords folks who have reached age 60 or more the privilege of enjoying the newest screen productions in neighborhood theatres at reduced prices.

Spencer Tracy as Mayor Skeffington, surrounded by Pat O'Brien, James Gleason, Ricardo Cortez, William Leslie and Carlton Young, his henchmen.

The Last Hurrah

(CONTINUED FROM PAGE 1)

O'Brien, Basil Rathbone, Donald Crisp, James Gleason, Diane Foster, Ricardo Cortez, Wallace Ford, Frank McHugh, Basil Ruysdael, Edward Brophy and John Carradine.

The screen play by Frank Nugent is a perceptive translation of the Edwin O'Connor novel which recounts, through the eyes of a young sports columnist, the last torchlight and baby kissing campaign of an old-time political boss. The book, and the picture, depict a New England city and there are sufficient parallels to Boston to leave no doubt as to the prototype. However, the emphasis is universal rather than local and the story is of a unique era in American big city politics.

Tracy is, of course, Frank Skeffington, the political rogue whose wit is ready, whose genius for organization has brought him to the peak of municipal politics, whose methods while not always ethical are certainly effective, but whose rough and ready "bossism" is rapidly disintegrating before modern but not necessarily better techniques.

Tracy's portrayal, along with Ford's directorial genius, brings Skeffington to life with humor, in his philosophical approach to politics, pathos, in the personal tragedy of his widower loneliness and his disappointment in his playboy son, and magnificent defiance of the narrow, fling-hearted bankers and "proper" people who oppose him.

The subordinate characters are sketched in a lower key but each is a gem of characterization with O'Brien and Cortez as John Gorman and Sam Weinberg, principal lieutenants; Jeffrey Hunter as Adam Caulfield, Skeffington's nephew who records the story; and Basil Rathbone and John Carradine as the banker and the vindictive publisher who are the mayor's principal enemies.

The picture is dotted with other brilliant characterizations, typical of the Ford touch—Donald Crisp as the Cardinal, boyhood playmate of Skeffington who opposes his methods but in the end is reconciled with him; Jane Darwell as an Irish biddy whose hobby is attending wakes; and a host of minor characters each perfect in their parts. And several whole sequences will be talked about as gems of cinema art—Nocko Minehan's wake which Skeffington and his henchmen attend to comfort the widow and garner votes; Skeffington walking in the park alone in defeat while the victory parade passes him by; and the memorable deathbed scene.

Ford's direction alternates between an impressionism which creates extraordinarily vivid pictures and a realism which gives the characters life and dimension.

It is a picture destined for a long career in prestige for both Ford and Columbia and in box office dollars.

Running time, 121 minutes. General classification. Release, in November.

JAMES D. IVERS

'Vikings' Does $330,720

Kirk Douglas' "The Vikings" rolled up a "huge" $330,720 at the Loew's circuit theatres in New York during the first week which ended last night. Receipts were reported for the 27 Loews' theatres in the five boroughs and southern Westchester, it was announced by United Artists.

Honors for Coyne

(*Continued from page* 1)

nanski of TOA, Abe Montague of MPAA and Ben Marcus of national Allied.

Time and place of the luncheon are expected to be announced in the near future. It was emphasized that those attending the affair will include leaders of all phases of business from various parts of the country.

The COMPO triumvirate's announcement indicated that plans for the luncheon were first broached shortly after the successful conclusion of the industry's most recent tax campaign. As a result of this campaign, which was guided by Coyne, with Robert J. O'Donnell acting as chairman, the industry won complete exemption from the 10 per cent Federal admission tax of the first $1 of all admissions.

Supreme Court

(*Continued from page* 1)

59 term, said the exhibitor's appeal was dismissed "for want of a substantial Federal question." It added that Justice Douglas had favored hearing the appeal, the other justices presumably agreeing on the dismissal. The court made no other comment on the case conceivably broad enough to cover similar laws in other states.

The case was brought to the high court by Robert John Brochowiak, manager of the State Line Drive-In near Antrim Township. He was arrested for showing a film on Sunday in June, 1956, found guilty by a local Justice of Peace, and had his conviction upheld by a succession of state courts. Pennsylvania laws ban comcercial film showings completely on Sunday morning, and bans their showing after 2 P.M. unless approved by local voters.

Points to TV Showing

In his appeal, Grochowiak pointed out the film was being televised in the area at the same time. He said this created an unconstitutional discrimination against theatre owners. His attorneys also challenged the law as an unconstitutional violation of freedom of the press. The State, however, contended no federal question was involved, and the high court apparently agreed.

Royal Succeeds Sims

(*Continued from page* 1)

tion of Motion Picture Theatre Owners of Arkansas, Tennessee and Mississippi at the Hotel Chisca here.

Royal received the injury when he fell through a walkway at a fair a few days ago at Meridian.

Leon Roundtree, Holly Springs, was elected vice-president from Mississippi; W. L. Pullen, Little Rock, was elected vice-president from Arkansas; Bill Bruster, Dickson, vice-president from Tennessee.

Gordon L. Hutchins, Russellville, Ark., was elected secretary-treasurer.

Theatre Owners of America representatives elected were: R. B. Cox, Eureka, from Mississippi; Allen Sims, Memphis, from Tennessee, and K. K. King, Searcy, from Arkansas.

The convention accepted the TOA plan for insurance of its theatre managers and employees after it was presented by T. E. Moorehead.

Sims, Memphis, retiring president, became the chairman of the board of the organization.

New TESMA and TEDA Directors Are Named

By RAY GALLO

CHICAGO, Oct. 14. — Robert Deneen of Bausch & Lomb and Leonard Satz of Technikote Corp. were elected to the board of directors of Theatre Equipment and Supply Manufacturers Assn. for three-year terms, replacing Fred E. Aufhauser and A. J. Platt, whose terms have expired.

Reelected to the board for three-year terms were B. H. Adler and F. J. Wenzel. Other members continue on the board, as do all officers, who were elected to two-year terms at the 1957 convention.

Elected to the Theatre Equipment Dealers Association board were: J. H. Hardin of Hardin Theatre Supply Co., Dallas; E. P. Herber of Herber T. S. Co., Dallas; and P. E. Comi of Massachusetts T. S. Co., Boston. Reelected to the TEDA board were: Ray G. Colvin, executive director for the 20th year, and J. Eldon Peek of Oklahoma T. S. Co., chairman of the board, and H. E. Geissler of Wil-Kin T. S. Co. Other members of the 14-man board will continue for another year.

Panel Discussion Held

A panel discussion featured a joint TESMA-TEDA luncheon meeting during the annual meetings and trade show in connection with the Allied States convention at the Morrison Hotel here, ending tomorrow. On the panel for TESMA were Larry Davee of Century Projector Corp., V. J. Nolan of National Carbon Co., and Marty Wolff of Altec. TEDA was represented by Geissler, W. A. Hodges of New Orleans, and Al Boudouris of EPRAD Co. of Toledo. Colvin acted as moderator.

Allied Regular, Drive-In Conclave 'Experimental'

Special to THE DAILY

CHICAGO, Oct. 14. — Horace Adams, Allied president, said that the joint national convention and drive-in convention tentatively scheduled for January, 1960, at the Conrad Hilton hotel here will be an experiment. If results are satisfactory the practice may be made of having such a joint meeting every years under Allied's sponsorship.

Adams said that a number of equipment and supply manufacturers have found it increasingly costly to exhibit at two Allied national meetings each year. The January date is favored because that is a time of year when most drive-in operators are free to attend such a meeting.

U. S. Scores Allied's 'White Paper' Charges

(*Continued from page* 1)

and 20th Century-Fox's for "Peyton Place."

It asserts that "It is within the business prerogative of a distributor to decide the number of theatres it will license in a given community on a particular run." The point is made that the slower playoff of the films referred to was advantageous to the public, if also to the distributor, in that it afforded prospective patrons the maximum opportunity to see the films at the convenience of the individual.

Price-Fixing Had Been Charged

The Allied contention that Paramount's licensing of "The Ten Commandments" on the basis of a film rental of so much per capita constituted price-fixing, and that the company's insistence that drive-ins charge for children is an invasion of exhibitor rights, are refuted by the Department's statement.

"It is not illegal," it declares, "for Paramount to license a motion picture on the basis of so much per person admitted . . . for the exhibitor is left free to determine for himself what the admission prices shall be. . . . This is no different from what the purchaser of a commodity for resale generally does. The fact that a motion picture is licensed for exhibition rather than sold for resale and the fact that it involves entertainment rather than a physical commodity being purveyed to the customer does not make the situation materially different.

Says Royalty Affects Ticket Price

"It is also contended," the statement continues, "that the amount of the royalty charged per person is calculated to effect a certain admission price. . . . The fact remains, however, the exhibitor is entirely free to determine for himself what his gross profit shall be, that is, how much above the per capita royalty payment which he is required to pay Paramount he will ask his patrons to pay.

The statement notes that Allied some time ago joined in urging the Department to permit divorced circuits, prohibited by their decrees from doing so, to engage in film production, with preemptive rights to such circuits' theatres.

Plan Held Inconsistent

It relates that the Department refused to agree to this because it was convinced "that it would be inconsistent with the maintenance of competitive conditions in the industry, and that it would work to the detriment of small independent exhibitors in that the right of preemption to be enjoyed by the circuits would give them a distinct advantage over their competitors."

Declaring that for those reasons it ruled against National Theatres' request to engage in production, the Department's statement asserts this "is an indication of our earnest concern for the preservation of true competitive conditions in the industry and for the small exhibitors."

Six Decisions Cited

Referring to the subject of acquisition of theatres by divorced circuits, the statement notes that in the more than two years since the Senate Small Business subcommittee hearings, only six additional theatre acquisitions by divorced circuits have occurred and these only after court hearings open to any affected exhibitor. "In each of such six instances the court found that the acquisition will not unduly restrain competition."

It noted, too, that last August the court refused authorization for one proposed acquisition.

The statement details its position with respect to acquisition by American Broadcasting-Paramount Theatres of the Mercury Theatre in Chicago, concluding that "The government felt that AB-PT should have the same freedom to compete as its competitors have." It observers that, "It is not consistent with the antitrust laws to freeze the runs on which theatres operate or the clearances which theatres may take; and bidding for a picture between theatres which are in competition with each other, with the theatre winning the picture taking a reasonable clearance over the other is both lawful and occurs frequently."

Of the acquisition by Paramount Pictures of the Esquire Theatre in Chicago, the Department's statement notes that Paramount's decrees does not enjoin such acquisitions, and states the general law governing the matter is established by the Supreme Court opinion in the Paramount case which held that "vertical integration of producing, distributing and exhibiting motion pictures" was not "illegal *per se*."

Federal Decree Treated

Discussing the Federal decree provisions requiring licensing upon the merits and without discrimination, or theatre by theatre, the statement notes that the provision is "not a compulsory selling provision" and does not require that a picture offered for licensing in one city must also be offered in another. "Nor does it require a picture to be licensed upon certain terms because it has been licensed on those terms to other exhibitors in other competitive areas."

It does require that if a run is offered for licensing in one competitive area, each competing theatre in that area must be given the same opportunity as his competitor to license that run, the statement says. Thus, it asserts, Paramount and 20th-Fox are within their rights in their manner of licensing "Ten Commandments" and "Peyton Place," respectively.

The statement concludes that the additional information it provides, together with the small business subcommittee's 1956 report and the statement submitted to the latter by the Anti-Trust division, together with other available references, "demonstrate that the charge contained in the (Allied) pamphlet that the Anti-Trust Division does not enforce the judgments entered in the Paramount case is not a fair one."

CHICAGO, Oct. 14. — Abram F. Myers, Allied States counsel and board chairman, who is author of the "white paper," said today he was aware of the existence of a Justice Department statement on Allied's contentions and has prepared an answer to it for Allied units which are asked about it.

The Allied answer has not been made public, nor did Myers release it to the press at the Allied annual convention here.

Allied Board Pledges B-B Support; Congratulates Paramount on Product; Queries Goldwyn on TV

Special to THE DAILY

CHICAGO, Oct. 14.—Allied pledges its best efforts to stimulate and secure support of the business building project in a resolution passed Monday by the board of directors. After expressing regret that the radio phase of the program was not put in operation last summer when the drive-in theatres would have benefited, Allied voiced the hope that the project would be revived at an early date.

The board also congratulated Paramount for its recent announced increase in releases. At the same time certain apprehensions were expressed that Paramount would not make available "an adequate quota of prints" and would reserve some of the pictures for merchandising at selected theatres only. Allied ealls for a return to the release of all pictures on traditional availabilities.

On Monday the board also wired Samuel Goldwyn calling attention to certain reports that he had instructed James Mulvey, Goldwyn Productions president, to negotiate for the television release of Goldwyn pictures, including those released since 1948. The Allied wire requested an answer to their query whether Goldwyn plans to release any part of his film library to TV.

'Buccaneer'

(*Continued from page* 1)

tion, Mayor Morrison designated Dec. 11 as Jean Lafitte Day.

A joint tribute was extended to the heroic role played by pirate-patriot Jean Lafitte at the Battle of New Orleans, and Cecil B. DeMille's new motion picture presentation. Paramount's "The Buccaneer" is set in the closing days of the War of 1812.

Allied Board Meet in Pittsburgh, Jan. 24-25

Special to THE DAILY

CHICAGO, Oct. 14. — Next board of directors meeting of Allied will be in Pittsburgh on January 24, 25, preceding the Drive-In convention to be held there January 26-28. The Spring Allied board meeting will be held in Boston at a date to be selected.

Call for Action on Trade Practices

Special to THE DAILY

CHICAGO, Oct. 14. — Calls from exhibitors for aggressive action to force distributors to alter certain trade practices marked a special session of the Allied convention this morning. While some speakers called for a month or even a year boycott of a selected distributor, others pointed out that a boycott was illegal. Horace Adams, Allied president, said that consideration was being given by the board to the various proposals and that action would be taken before the convention adjourns tomorrow afternoon.

Horace Adams

Jack Kirsch proposed that Allied sponsor a national film buying service.

Session followed brief film clinics held under the following moderators —Frank Matzke, A. C. Myrick and Edward L. Ornstein for small towns; Edward W. Lider, Milton H. London and Sidney E. Stern for large cities and Louis A. Arru, Julius M. Gordon and F. G. Schmuff for drive-ins. Largest attended of the clinics was that for small towns with about 40 delegates reported present.

Arru, for drive-ins, reported similar difficulties on availabilities. He also said that revenue from heaters is not to be included in the gross subject to per cent share with a distributor if the heater rental is not a condition of admission.

Led by Ben Marcus

Ben Marcus led off the general discussion, reviewing what he had said a year ago at the Allied convention at Kiamesha Lake, N.Y. In addition to comments on availabilities, Marcus discussed advanced admission prices. Trueman Rembusch called for a one month ban on booking pictures of a selected distributor. George Wasko read a statement that he had cancelled an engagement of "The Ten Commandments" and planned to run an explanation in his local newspaper that the increased admission was excessive, in his view.

Ruben Shor urged exhibitors to stick together. Abner Klein said the only way to hurt a distributor is to deny it revenue. He called for a boycott, not for a month but for a whole year. His request for a show of hands of the delegates on his proposal was passed over by Adams, who pointed out that legal issues were involved.

M. P. DAILY picture

At the Allied States convention in Chicago: Abram F. Myers, Jack Kirsch, Horace Adams, Arthur Schoenstadt, speaking, and Mayor Richard J. Daley of Chicago.

Myers Backs 'White Paper'

(*Continued from page* 1)

take them to the Federal court in New York City for interpretation," Myers said, and added:

"It is not fair to put on the shoulders of private individuals the job of enforcing the decrees. The Department of Justice can do it in a number of ways by bringing actions in the Federal courts or by requesting the court's interpretation of points in the decrees."

Allied members were asked to join in a tremendous effort to induce the Attorney General to do his duty and to enforce the anti-trust laws.

In opening the session Horace Adams, president, said the purpose was to enforce the rights given under the decrees to exhibitors—not to seek any new or additional rights.

Points to Little Rock

Myers pointed out that in the Little Rock segregation case the Supreme Court has said that decrees of Federal courts are the supreme law of the land and must be obeyed. He asserted that the only parts of the consent decrees that involved "consent" were those concerning theatres to be divested or retained and that all other provisions were written by the court, resulting in litigated decrees affirmed by the Supreme Court.

After each major point was made by Myers there was an open forum, with questions from delegates and answers by Myers and Trueman T. Rembusch, Irving Dollinger and Adams.

Major topics were discrimination, clearance, "waiting time" and availability, roadshows, fixing of admission prices, circuit expansion and block booking.

In connection with the matter of production by former affiliated circuits, including the right to play such pictures in the circuit's theatres but with suitable safeguards, a show of hands disclosed that the Allied members present were virtually unanimous in favor of such a decision. For the past two years Allied, in conjunction with Theatre Owners of America and other exhibitor organizations, has urged such a course of action on the Department of Justice. Myers commented that in his view nothing would ever come of the proposal until there was a change in the administration.

Others who participated in the forum included Sidney Stern, Ted Manos, F. G. Pratt, Jr., Ruben Shor, Claude Schlander, Abe Berenson, Julius Gordon, Sig Goldberg and Abner Kleim.

Robert Wagner Introduced

Robert Wagner was introduced by Sol Gordon, 20th Century-Fox Mid-West exploitation man. A special trailer of "In Love and War" was shown.

The afternoon session concluded with a business-building workshop at which Sid Blumenstock, academy awards telecast coordinator for the Motion Picture Association of America, spoke. Panel members were Milton London, Elmer DeWitt, Ben Marcus and Julius Gordon. Various business building ideas were discussed including the Detroit plan and special radio spots.

Availabilities Top Theatre Issue: Adams

Special to THE DAILY

CHICAGO, Oct. 14.—"Availabilities are the most important questions in the industry today," Horace Adams, Allied president, said commenting on actions of the Allied board. "All theatres need blockbusters—we call them "backbreakers—yet some theatres can't book them. First class theatres quickly are degenerated when they can not buy quality pictures. The stature of a theatre is destroyed when it does not play the pictures its patrons want to see," Adams commented.

150 At Opening of Allied Convention

Special to THE DAILY

CHICAGO, Oct. 14. — One hundred fifty exhibitors and guests were on hand Monday afternoon when Sam C. Meyers, vice-president Allied Theatres of Illinois, called the Allied national convention to order.

Principal speaker of the session was Jack Kirsch, keynoter and general convention chairman. (Kirsch's address was reported in Tuesday's issue of MOTION PICTURE DAILY).

Arthur Schoenstadt introduced Major Richard J. Daley who showed an unusual familiarity with exhibition's problems. He cited recent action in Chicago to eliminate city tax on admissions under 90 cents as the type of action city councils should take to assist the motion picture industry.

Spiro J. Papas was chairman of a concessions clinic which followed Kirsch's keynote address. Panelists were Charles Cooper, Louis A. Arru, Beverly Miller, Bill Smith, Irving Singer, Edward Chrisman, Julian Rifkin and Glenn Harris. Major points discussed by panel members and from the floor included 1) increasing sale of drinks; 2) the market for 15¢ and 25¢ candy items, 3) proper use of intermission trailers, 4) ice cream and frozen novelties, 5) increasing popcorn sales, 6) cost cutting ideas and 7) best ways to increase the cents-per-patron figure in concession sales.

Velde and Fitter

(*Continued from page* 1)

managers, key exhibitors and branch managers. The conclave will seek to implement the spaced-release program calling for 29 "blockbusters" in 1959 at the rate of seven per quarter.

Officials participating in the meetings include Ralph Clark, Western district manager; Frank Harris, San Francisco branch manager; Richard Carnegie, Los Angeles branch manager; Arthur Sullivan, Seattle branch manager; Durand Edele, St. Louis branch manager; Joseph Imhof, Milwaukee branch manager, and Donald V. McLucas, Omaha branch manager.

WIRE FROM SCHINE CIRCUIT—"Only once in a blue moon such a riot of rowdy uproarious entertainment as MGM's Tunnel of Love. Will be first of the fall big ones. Do your patrons a favor by showing it. Perfect holiday show although it will be a holiday anytime you run it. Doris Day great and has two hit songs. Widmark surprise comedy performance. MGM sure back on top with pictures like Tunnel of Love.—George V. Lynch"

(Watch for Theatre Previews in Exchange Cities)

"Belongs right up there with the Big Ones!"—FILM DAILY

"Highly exploitable box-office bet!"
—M. P. DAILY

"Sure-fire money-maker!"
—HOLLYWOOD REPORTER

M-G-M Presents A JOSEPH FIELDS PRODUCTION Starring

DORIS DAY • RICHARD WIDMARK

Co-starring
GIG YOUNG · GIA SCALA With ELISABETH FRASER · ELIZABETH WILSON

Screen Play by JOSEPH FIELDS · From the Stage Play by Joseph Fields and Peter De Vries · Based On the Novel by Peter De Vries · Presented On the Stage by The Theatre Guild · In CinemaScope

Directed by GENE KELLY · Produced by JOSEPH FIELDS And MARTIN MELCHER

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 84, NO. 75 NEW YORK, U.S.A., THURSDAY, OCTOBER 16, 1958 TEN CENTS

Unity, Action to Preserve Industry Urged by Skouras

Address at Allied Convention Suggests Appeal for Federal Loans to Theatres; Seeks 'Workable Arbitration System'

By MARTIN QUIGLEY, JR.

CHICAGO, Oct. 15.—Spyros P. Skouras, president of 20th Century-Fox, today sounded a solemn warning to Allied States exhibitors at the closing session of the organization's national convention that unified action is necessary to preserve the motion picture industry as well as the investment of every theatre owner in America.

Spyros P. Skouras

"The convention could have no higher purpose," Skouras said, "than to begin a unified campaign to regain the supremacy of the motion picture industry in entertainment."

[Before the convention adjourned a resolution was passed calling on Skouras to issue a call for a roundtable

(*Continued on page 5*)

4 Resolutions Passed

All-Industry Meeting Asked By Exhibitors

Allied Also Supports EDC and 'White Paper'

Special to THE DAILY

CHICAGO, Oct. 15. — Delegates to the annual convention of Allied States Association, following a speech by Spyros Skouras today, unanimously passed a resolution asking him to call immediately a round-table conference of all heads of the film companies and representatives of the various organizations and groups in the industry.

The proposal was made by Sidney Stern after Skouras had left the meeting room to catch a plane for the premiere of "The Roots of Heaven" in New York.

There was considerable discussion before a vote was taken. Several speakers urged that the resolution be passed for discussion or confining the

(*Continued on page 5*)

Film Ad Criticisms Up At MPAA Meeting

The problems involved in both specific and general complaints received by industry sources against motion picture advertising were discussed at a meeting at the Motion Picture Association offices here yes-

(*Continued on page 4*)

REVIEW:

The Roots of Heaven

Zanuck—20th-Fox—CinemaScope

PRODUCER Darryl F. Zanuck and Director John Huston are so well known as trail blazers in the making of films that it should come as a surprise to no one that their collaboration on "The Roots of Heaven" has resulted in a most unusual and provocative piece of entertainment. This is a picture that is already the subject of talk among the paying customers, and word-of-mouth is going to boom once it comes to town.

Much interest has already been aroused in it by the wide publicity given to the hazards and discomforts endured on location in almost inaccessible parts of French Equatorial Africa by all concerned, including the stars of the film, Errol Flynn, Trevor Howard, Juliette Greco, Eddie Albert, and Orson Welles. Heat is so intense in that isolated area that the film had to be air-lifted daily for fear the emulsion would melt.

Food and water for the company of 130 had to be flown in. Nearly everyone came down with fever. These facts made for good newspaper copy and have helped to generate plenty of "want-to-see."

Once the picture opens, the major topic of discussion is going to revolve around the story told in "The Roots of Heaven," which not only bears no relation to the standard African adventure but has a unique theme never tackled before on the screen in quite this way. Source of the script is the novel of the same name by Romain Gary, who also wrote the screen play in association with Patrick Leigh-Fermor.

It's the story of a strange man who develops an obsession that becomes in time a "religion" with him. He is a world-weary Englishman, disillusioned with mankind, who has come to the Dark Continent to start a society for the preservation of wild life there. He is interested in stopping the slaughter of all game but particularly the elephants, who symbolize for him what is most "majestic" and "freedom-loving" in the world.

At first this man seeks to propagate his message through soliciting signatures on a petition, but the Europeans in the area jeer at him and set him up as a figure of contempt. Then he acquires support and followers after a visit by an Ameriean television commentator results in

(*Continued on page 4*)

L. D. Theatres Acquires Western Mass. Circuit

Special to THE DAILY

BOSTON, Oct. 15. — The operation and control of Western Massachusetts Theatres, Inc., formerly leased to Theatres Managers Corp., has been acquired as of Oct. 29, 1958, by L. D. Theatres Co. under the active management of Albert R. Daytz and Albert B. Lourie, who presently operate 17 conventional and drive-in

(*Continued on page 4*)

Arthur DeBra Dies; Was MPA Executive

Arthur H. DeBra, 67, long-time executive with the Motion Picture Association, died Tuesday night at his home at Quaker Hill, Pawling, N. Y. A memorial service will be held here at Christ Church, Methodist, on Park Avenue at 60th Street, at 2 P.M. next Monday. Dr. Ralph Sockman, minister, a classmate of DeBra at Union Theo-

(*Continued on page 2*)

Must Whet Public's Appetite: Harrison

Special to THE DAILY

CHICAGO, Oct. 15. — Alex Harrison, 20th Century-Fox general sales manager, sounded the theme of the equipment forum this morning at the Allied States convention when he said, "If we do not continually whet

(*Continued on page 4*)

Injunction Denied in Acquisition of AAP

A motion for a temporary injunction restraining the proposed acquisition of Associated Artists Productions Corp., by United Artists Associated, Inc. was denied yesterday by Justice Henry Clay Greenberg of the Supreme Court of New York. The motion was made by a small group of minority stock-

(*Continued on page 2*)

PERSONAL MENTION

ROBERT S. FERGUSON, Columbia Pictures director of advertising-publicity, and RICHARD KAHN, exploitation manager, are in Boston today from New York.

•

MARTY WOLF, Altec Service Co. sales manager, has returned to New York from Chieago, and will leave here next Tuesday for Miami.

•

W. DICKENSEN WILSON, "Life" magazine publicity manager, will return to New York from Europe today aboard the "Liberte."

•

ERROL FLYNN returned to New York yesterday from the West Indies via B.O.A.C.

•

LESLIE NORMAN, direetor, left London yesterday on the return trip to Hollywood.

•

ALEC GUINNESS will arrive in Los Angeles on Saturday from London, and will leave shortly thereafter for Mexico City.

•

JACK LEEWOOD, producer of "The Little Savage" for 20th Century-Fox, and BYRON HASKIN, director, have left here for Mexieo City and Acapulco.

•

C. M. "HANK" MILLER, Universal salesman in Dallas, has retired after 26 years with the company.

•

SYD MIRKIN, Columbia Pictures home office publieity representative in London, has left there for the Continent in connection with Samuel Goldwyn's "Porgy and Bess."

•

LEONARD SHANNON, Walt Disney publieist, has returned to New York from London.

•

BENJAMIN GLATZ, veteran member of the M-G-M staff in Philadelphia, is reeuperating at West Jersey Hospital, Camden, N. J., following an attaek of pneumonia.

•

MARTIN DAVIS, Paramount assistant advertising-publieity direetor, is in Philadelphia and Washington this week.

•

CALVIN C. LEEDER, supervisor of braneh operations for Rank Film Distributors of Americа, will return to New York on Friday from Atlanta.

Stay Denied in AAP Deal

(*Continued from page* 1)

holders in an action instituted last week to enjoin the holding of an A.A.P. stockholders meeting and enjoin the proposed transfer.

The decision means that the stockholders meeting will be held as seheduled in Wilmington, Del., today and that the proposed transaction will be closed on Friday, U.A.A. said yesterday.

The latest count of tenders by A.A.P. seeurity holders pursuant to the invitation of U.A.A. shows that more than 80 per cent of the A.A.P. shareholders have tendered their stock.

The shareholders have until 3 P.M. today to tender their securities pursuant to the U.A.A. plan.

In denying the injunetion Justice Greenberg said, in part, "The eourt concludes that the defendants have acted in a scrupulously fair manner and in accord with the highest morals of the market plaee. Their conduet is a refreshing departure from what is usually observed in some parts of the business world."

S-W Acquires 61% Of Shares in CPC

Stanley Warner Corp. now owns more than 61 per eent of Cinerama Productions Corp., as a result of its offer to stockholders to exehange shares in CPC for an identical number of shares of common stoek in Cinerama, Ine. This was reported by CPC in a special statement to its stockholders issued yesterday.

Will Be Renewed, Says S-W

At the same time CPC said Stanley Warner had advised it that the stoek offer will be renewed for the benefit of any remaining shareholders still wishing to avail themselves of it. As of Oct. 10 over 2,000 CPC stoekholders, including several eompany officers and board members, had taken advantage of the exchange offer, it was reported.

'U' Switches 'Furlough' To Mid-Jan. Release

Universal - International has announced it will push back to mid-January the release of "The Perfect Furlough," which it had originally scheduled as a Christmas-New Year's release.

Two purposes are behind the move, according to Henry H. Martin, general sales manager. First, he said, is to give the company more time to presell the film. Secondly, exhibitors ean book the pieture at a more advantageous time than during the holiday period when there is a "produet log-jam."

The film will also be available for special New Year's Eve performanees in key cities as part of the pre-selling campaign.

M. H. Jacks Dies

Funeral serviees will be held tomorrow in Red Bank, N. J., for Maurice H. Jacks, of Raritan Theatres, veteran exhibitor. Mr. Jacks died in Montreal Tuesday. Services will be at 11 A.M. at the Adams Memorial Home.

'Roots' Premiere Nets Lighthouse $29,000

With producer Darryl F. Zanuck and stars Juliette Greeo, Trevor Howard and Errol Flynn in attendance, 20th Century-Fox last night world premiered "The Roots of Heaven" at the RKO Palace for the benefit of the Lighthouse. Proceeds totalled $29,000.

Zanuck and Miss Greco and Howard, who arrived in New York from Europe yesterday to attend the lavish affair, met with an entourage of eivic, social and entertainment world personages prior to the premiere.

Frankovich Handling Screen Gems in U.K.

From THE DAILY Bureau

LONDON, Oct. 14 (By Air Mail).— Mike Frankovich, viee-president of Columbia Pictures International and managing direetor of Columbia in Britain, has assumed supervision and direction of Screen Gems for the U.K.

In addition to heading Columbia's United Kingdom-Eire distribution organization, Frankovich is responsible for all British and European feature production. The appointment becomes effective immediately, following the resignation of John B. Cron.

Four Reade Winners

Joseph Sommers, manager of the Reade circuit's Majestic Theatre in Perth Amboy, N. J., is the winner of the first prizc of $1,000 in the Walter Reade Managers 50th Anniversary Showmanship Drive. Second, third and fourth places, respectively, went to Ann DeRagon, of the Strand Theatre, Plainfield, N. J.; Michael Dorso, of the Community Theatre, Kingston, N. Y., and S. Merl Burdett, of the Carton Theatre, Red Bank, N. J.

Rocco Dilione Retires

Rocco "Rocky" Dilione, chief of the researeh and service department of Walter Reade Theatres, has announced his retirement after almost 50 years with the organization, which he joined in 1911 at the age of 14.

DeBra Dies

(*Continued from page* 1)

logical Seminary, will conduct the service.

DeBra first became conneeted with the MPA in 1926 under the late Will Hays as direetor of research. For ten years prior to his retirement last year he was director of the eommunity relations department. He was well known among national women's organizations throughout the eountry.

Prior to his affiliation with MPA DeBra served with the Ameriean Red Cross for seven years.

He is survived by his wife, Gertrude; two children, Maria G. DeBra and Daniel Brown DeBra; two grandchildren; two brothers, and one sister.

In lieu of flowers the family suggests contributions to the Caneer Fund.

Eric Johnston, MPA president, upon learning of the death of DeBra, said he served the MPA "and the industry with distinction for more than 30 years. He was always in the forefront of the battle against film censorship."

Reeder Ad-Publicity Head for FWC Circuit

From THE DAILY Bureau

HOLLYWOOD, Oct. 15. — Fay S. Reeder, a veteran of 31 years with Fox West Coast Theatres, today was appointed to head the FWC advertising-publicity and publie relations department by M. Speneer Leve, vice-president of theatre operations for National Theatres Amusement Co.

Present personnel of the department, consisting of Pete Latsis, Dean Hyskell, Abe Sonosky, Russ Brown and Jack Case will remain same, Leve said.

Rooney in 'Mudslinger'

HOLLYWOOD, Oet. 15. — Miekey Rooney will star in "The Mudslinger," based upon an original story by George Jessel, whieh will be co-produced by Red Doff, president of Fryman Enterprises, and by Jessel.

The independent produetion, for which no release has as yet been set, will be jointly owned by Fryman, in which Rooney is the major stoekholder, and by Jessel.

Dougherty Hospitalized

HOLLYWOOD, Oct. I5. — Eugene Dougherty, Produetion Code Administration staff member, was reported in good eondition today at the U.C.L.A. Medical Center following major neck surgery late Thursday. Hospital officials said Dougherty would be confined for about a month.

Victoria Books 'Live'

"I Want to Live!" Figaro, Inc., film for United Artists release, will be the next attraction at the Victoria Theatre here.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone. Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasury; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

Our deepest thanks
to
SOL SCHWARTZ
President, RKO Theatres,
to Harry Mandel
and to the entire staff of the
RKO Palace Theatre, New York
for their wholehearted collaboration
in making the Palace engagement of
THE BRIDGE ON THE RIVER KWAI
one of the most memorable
in that picture's history.

SAM SPIEGEL
and
COLUMBIA PICTURES
CORPORATION

Mass Circuit

(*Continued from page* 1)

theatres in various parts of New England. This acquisition will approximately double their holdings.

The buying and booking of pictures for the newly acquired theatres will be handled through the office of Daytz Theatre Enterprises of Boston. The theatre management will be under the active supervision of Lourie. The deal is for a five year period and involves over a million dollars.

Western Massachusetts Theatres was founded by Samuel Goldstein and was headed and operated by him with Marie L. Goldstein as vice-president.

Theatres Involved

The following theatres are included in the transaction: Amherst, Amherst; Rivoli, Chicopee; Victoria, Chicopee; Falls, Chicopee Falls; Garden, Greenfield; Lawler, Greenfield; Suffolk, Holyoke; Victory, Holyoke; Paramount, North Adams; Calvin, Northampton; Palace, Pittsfield; Casino, Ware; Strand, Westfield; Strand, Palmer; Bing, Springfield, all in Massachusetts, and the Paramount, Brattleboro, Vt.

Film Ads Hit

(*Continued from page* 1)

terday of the industry advertising advisory council.

No decisions were arrived at and the subject will be taken up again at a meeting of the advertising-publicity directors next Tuesday.

Ralph Hetzel, MPAA vice-president, was chairman of the meeting. Gordon White, director of the Advertising Code Administration, submitted reports on various criticisms of film advertising and moves to censor it which have come to the attention of his department, and Manning Clagett, MPAA legislative representative, reported on possible censorship legislation efforts in some of the more than 40 state legislatures which will be in session next year. Also mentioned was the hearing next month by the N. Y. state committee studying publication and dissemination of offensive and obscene material, at which film advertising will be included.

Attorneys Present

In addition to distribution company advertising-publicity directors who are members of the advertising advisory council, the meeting was attended by industry attorneys, representatives of some advertising agencies with film and theatre clients, and Ernest Emerling, advertising-publicity director of Loew's Theatres, and Blanche Livingstone of the RKO Theatres advertising department.

New WB Regional Head

Kenneth Daniels, former sales director for station KPOL, has been named Western sales representative for the industrial and commercial division of Warner Brothers.

The Roots of Heaven

(CONTINUED FROM PAGE 1)

wide publicity for his cause. Some of those who espouse his mission do so for selfish reasons, such as exploiting his new position for a "religion" of their own. But a few who join with the fanatic, including a French barmaid and an alcoholic English war veteran, do so out of a genuine desire to help.

And as the hero gains both moral and physical aid he starts to change his tactics in carrying out his plan for conservation. He publicly humiliates a female big game hunter in the territory by having her soundly spanked in the midst of a social affair. He also stampedes a herd of elephants just as several hunters are about to move in for the kill. This causes the hero to be pursued both by government officials and the natives. And in a bloody battle with the latter most of his small group of devoted followers is wiped out.

But at the end he is still as determined as ever to fulfill his aims with the help of three or four who are left, including an American photographer who has been converted to the cause by observing its leader at work.

On one level "The Roots of Heaven" can be enjoyed simply as a fascinating story told for its own sake. It snatches spectator interest right at the start and keeps it through such devices as the intriguing nature of the main situation, several arresting characters, a touching romance between the French girl and the hero, and tense action in such scenes as the elephant stampede and the battle between the hunters and the conservationists. The audience is kept guessing all the way as to how the story will be resolved.

Inserted into the course of the story, moreover, are various philosophical comments expressed in speeches given to some of the followers of the protagonist. Members of the audience who wish to look beneath the surface will find some interesting implications. The hero is apparently intended to represent the idealist in any cause who comes to realize there is a point at which he must take positive and militant action if his theory is to be proven practical. And the film also suggests a peace "message" to the effect that mankind must cease all slaughter in order to survive.

In view of the arduous conditions under which the picture was made its technical excellence is doubly to be admired. Photography in CinemaScope and De Luxe color is brilliant and always fascinating to watch, especially such shots as a brief one of a family of elephants bathing in a pool at dusk. In all other departments, furthermore, the technicians did a job of which they can be proud.

Praise is also due the actors. The "new" Flynn gives another good performance as the drunken Englishman attracted to the hero's cause, a character role quite unlike anything he used to play. And Miss Greco continues to advance her already promising career as the barmaid who loves the conservationist. Welles and Albert are amusing as the television commentator and photographer, respectively.

In the pivotal role Howard gives a performance that places its strongest emphasis on the sincerity and personal agony of a fanatically dedicated man.

"The Roots of Heaven" is a picture that is going to make a name for itself.

Running time, 135 minutes. General classification. Release, in December.

RICHARD GERTNER

Trevor Howard and Juliette Greco in "The Roots of Heaven."

Whet Appetite

(*Continued from page* 1)

the appetite of the public, we shall fall into a rut."

"We think we have a good standard process in CinemaScope," Harrison continued, "but we do not want to discourage the development of other new processes." He also appealed to exhibitors who had magnetic equipment to keep it in operating condition to utilize the mag-optical prints.

Davee Moderator

Larry Davee, vice-president of TESMA and general sales manager of Century Projector Co., served as moderator of the panel. Members also included Fred J. Pfeiff, chief engineer for Todd-AO; Arthur Hatch, president, Strong Electric Co., Arthur Meyer, General Precision Laboratories; Willard Cosby, manager theatre sales, National Carbon Co. and Hugh McLachlan, Y & W Management Co.

Within the past six years five new carbons for projection and studios have been introduced, Cosby said, adding that by late next summer three more projection carbons will be on the market. He also said that a new type of studio carbon is being introduced for the production of "Porgy and Bess."

McLachlan said many theatres have been negligent in putting the best picture possible on their screens. He deplored the use of projectors "20 or more years old." A modern projector definitely will give a better picture," he said. He also called attention to improvements in screens.

Myers Heard in Question Period

In the question period A. F. Myers, Allied general counsel, on behalf of the board, read a communication from Mark Cole, Texas exhibitor, who called for a single picture size so that conventional and drive-in theatres would not need change aperture and screen masking. Panelists agreed that such standardization was theoretically possible but most unlikely. Davee stressed that producers have different viewpoints on the ideal shape of the picture on the screen. It was also pointed out that there are advantages to variety in screen proportions.

Richard Lochry, Indianapolis, deplored that fact that so little use was made of full magnetic stereophonic sound. Harrison, in reply, said that only 3,600 theatres in the United States and Canada have stereophonic sound systems and that some do not maintain that equipment. He admitted that he felt that stereophonic sound had not yet been fully exploited.

AIP Host at Luncheon

American International Pictures sponsored the luncheon. An address was given by Richard C. McKay, director of advertising. McKay said "Box office dollars are more difficult to obtain than previously and in order to maintain a profitable grossing level, the ratio of advertising dollar to box office dollar is going up. This is the day of the showman. We must advertise, publicize, exploit to hold our own.

Allied Aid in Promoting 'Oscar' Telecast Asked

Special to THE DAILY

CHICAGO, Oct. 15. — The cooperation of Allied States members in promoting advance public interest in the next Academy Awards telecast, Monday night, April 6, 1959, was asked at the organization's annual convention here by Sid Blumenstock, promotion and publicity coordinator for the telecast.

Blumenstock said the present hope is to increase last March's 70,000,000 listening audience to 100,000,000 next year, and the 3,500 theatres that cooperated in promoting the 1958 telecast to 10,000 next April.

No Commercial Sponsorship

The producers-distributors bear the $650,000 cost of the telecast in order to avoid commercial sponsorship for it. It is carried over the NBC-TV network, with about 170 stations participating.

Terming it undoubtedly the industry's "most important annual public relations activity," Blumenstock pointed out that it had been moved from the usual midweek date to a Monday night at the request of exhibitors. He urged that Allied appoint a committee to activate more theatre participation in the event and invited suggestions for aiding in the promotion of the telecast.

All-Industry Meet

(*Continued from page* 1)

discussion at the roundtable to the Allied "White Paper."

No Negative Votes

Allied leaders urging such conditions were Ben Marcus, Horace Adams and Irving Dollinger. Milton London and Julian Rifkin spoke from the floor urging the resolution be approved without restrictions. After Jack Kirsch spoke in the same vein a vote was taken and no negative votes were heard.

Three other resolutions were passed unanimously. These were prepared by the board of directors and authorized a committee to explore setting up a national buying circuit; endorse the work of the Emergency Defense Committee of Allied and pledge full support of the campaign to obtain the objectives of the "white paper."

Subject Broached by Kirsch

The formation of a national buying group had been discussed at a previous meeting session by Kirsch. Several speakers expressed themselves as in favor of the proposal. The resolution requests the Allied board to set up a committee "to explore and consider the feasibility and advisability of organizing a national buying circuit of independent exhibitors and to secure for independent exhibitors relief from the burdensome and discriminatory practices of the film companies."

This committee is to report promptly and a disclosure of the board's views and actions is to be made during the drive-in convention in Pittsburgh January 26-28.

The resolution on the emergency defense committee called for the group "to expand and intensify its efforts in opposing the exorbitant terms demanded for pictures which exhibitors must play in order to remain in business" and delays in making such pictures available.

Final resolution called for pressing the "white paper" campaign "with ever-increasing vigor." Members pledged themselves individually and collectively to aid and support the "white paper" campaign in whatever way possible until it is carried to a successful conclusion.

The convention ended with a cocktail party sponsored by the National Carbon Co. and dinner by the Coca-Cola Co. Jeffrey Hunter was toastmaster at the dinner. Other stars present were Joan Collins and John Gavin.

Skouras Pleads for Industry Unity, Action

(*Continued from page* 1)

meeting of company presidents and representatives of groups in all branches of the business.]

Skouras told how in 1945 he addressed an Allied convention in Columbus, Ohio, and warned that investments in theatres "were on the brink of danger and prosperity would be shortlived. I appealed to you at that time to avoid divestiture of the theatres from the producing companies because this would interrupt the steady flow of product. It was only logical that if the producers lost their theatres, there would be no necessity for them to produce as many pictures."

Had Warned of Television

"You were also told that this situation was complicated by another threat—the approach of television," Skouras recalled.

The speaker noted that he was laughed at, ridiculed and accused of making unrealistic threats to prevent Allied from seeking divestiture. Skouras observed that "these terrible predictions came true. In fact, the results were more devastating than I had envisioned," and he added:

"I come before you today—for the same reason I came before you in 1945—to plead for the survival of our industry. This is a time of even greater anxiety because our industry faces a greater crisis—and today we are not as fortified to ride out the storm as we were in 1945."

Points to 'Old Days'

First of all Skouras urged an appeal to the Government. "We must appeal for governmental help in the form of Federal loans to modernize our theatres. We must revive the luxury and comfort of theatre hospitality which was responsible for the motion picture's popularity in the old days, and these improvements should be financed by long-term loans carrying low interest rates.

"The present clearance system, which is a liability to all of us, should be revised. Our pictures are going through the market too quickly."

On competitive bidding Skouras said, "in the long run it hurts both the distributor and the exhibitor." He also pointed to handicaps of selling pictures singly.

Says 'Seller's Market' Resulted

By insisting on the ban on block booking, Allied, according to Skouras, "created a seller's market which operated against the exhibitor, because as pictures became scarce, film rentals increased. . . . the elimination of block booking also was responsible for the increased cost of production."

Skouras continued, "any exhibitor —or any other person who wants to go into production and is financially able to do so is welcome . . . This is needed in our industry today. In the same spirit the distributor should be permitted to have showcase theatres in important situations in order to properly exploit films for your benefit."

The final suggestion was for a workable arbitration system, "fair to both the exhibitor and the distributor."

Cites 'Holder' Agitation

Turning to difficulties of the film companies Skouras asked, "do you want the producers to quit making films? If that is what you want you will have lots of help because many stockholders believe that film companies are better off dead than alive. There is constant stockholder agitation for liquidation."

He said further, "practically all the companies failed to make a profit on their current production in the past eight years. Without the help of income from television backlogs, reissues and other sources, they could not show profits or pay dividends. And we must pay dividends; otherwise the companies will be liquidated."

Allied delegates were told, "if we put ourselves further into the hands of the Department of Justice, it could mean the establishment of oppressive rules that would discourage production. You could wake up one day—in the not too distant future—without a source of supply."

Skouras admitted that the distributors had made mistakes. He said it was a mistake to sell the pre-1948 backlog to television and "would be even more disastrous if the post-1948 were sold to television." He called for a defense against toll-television, with an exhibitor committee bringing the matter to the attention of Congress.

Asks 3-Year Clearance

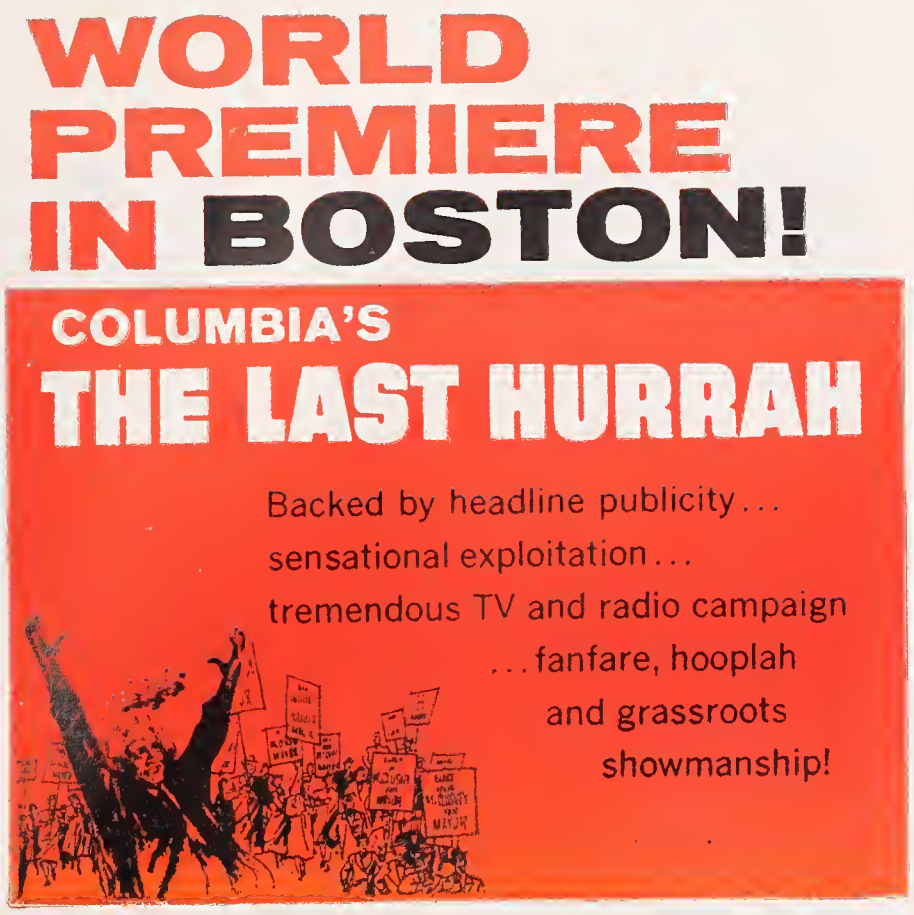
Skouras suggested that no films be shown on toll-television until a minimum of three years or a maximum of five years after its theatrical release.

The 20th-Fox president called also for a reduction in cost of production. Before the war 20th-Fox made 48 picture; 24 A's and 24 B's at a total cost of $17,500,000. The current year's program of 34 pictures will cost $70,000,000, he said.

In conclusion Skouras asked for an end of recriminations and criticisms within the industry and a rebirth of self-confidence and the ingenuity that made the industry great.

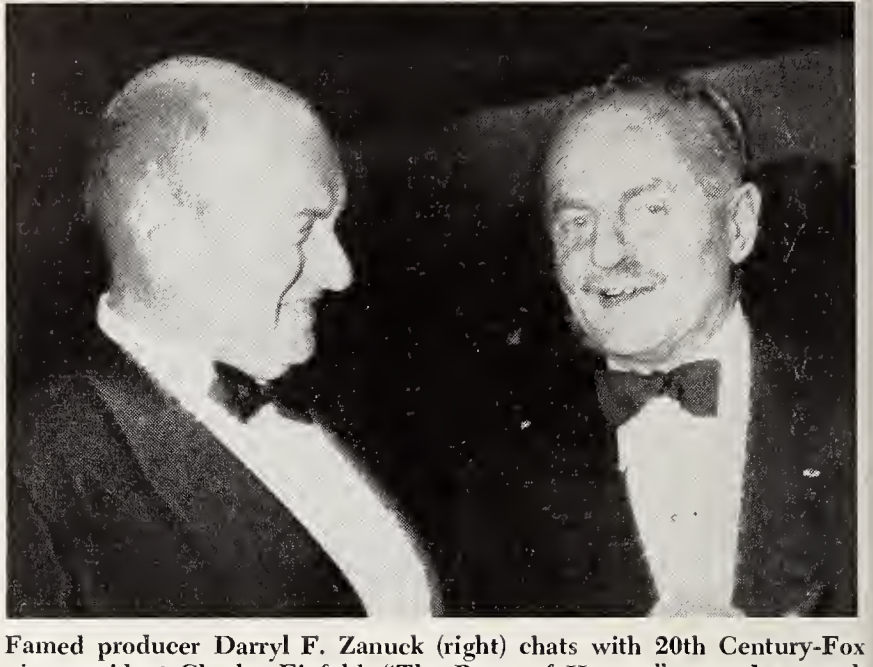
Elect Wormser, Takiff

Mortimer Wormser and Harry J. Takiff have been elected to the board of directors of Columbia Pictures Realty Corp., wholly owned subsidiary of Columbia Pictures.



THRILLS GALORE AT 'ROOTS' PREMIERE!

Darryl F. Zanuck's "The Roots of Heaven" received a spectacular Broadway premiere last evening at Broadway's famous and fabulous RKO Palace Theatre. On hand for the debut were the stars of the CinemaScope-De Luxe Color drama: Trevor Howard, Juliette Greco and Errol Flynn. Thousands jammed the Times Square area to see the arriving celebrities. The "New York Daily News" sent the picture off to a four-star flying start.



Famed producer Darryl F. Zanuck (right) chats with 20th Century-Fox vice-president Charles Einfeld. "The Roots of Heaven" proved a smash hit with the show-wise premiere audience. The Lighthouse benefitted from the evening's receipts. Zanuck's production of "Roots" marks another milestone in the career of the man who is a three-time Academy Award winner and holder of the Irving Thalberg Award.

Arriving directly from Chicago are 20th Century-Fox president Spyros P. Skouras and his wife. Skouras delivered a dramatic address to the delegates at the Allied States convention in the Windy City, then left directly for New York to attend the premiere.

RKO Theatres president Sol A. Schwartz and his wife arrive for the festivities. One of the most eagerly-awaited attractions in years, "Roots" today begins a reserved-seat, ten-shows-a-week engagement.

Glamorous Suzy Parker, in her first public appearance since she made those top headlines several weeks ago, arrives with her husband, Pierre de la Salle. Suzy is up for a top role in Jerry Wald's forthcoming "The Best of Everything."

Highlights of the evening were beamed around the world. Above, producer Zanuck tells the world, via Armed Forces Radio Service, of the many perils which beset the cast, producer John Huston and everyone connected with "Roots" while on location in some of the wildest sections of Africa.

Among the many society notables present was Bernard Gimbel and his wife. Another department store, Bonwit Teller, has been capturing public attention these days with a spectacular merchandising device enabling charge account patrons to purchase tickets for "Roots" through the store.

Twentieth Century-Fox eastern division manager Martin Moscowitz pleasantly surrounded by beauty. On his left is the wife of 20th's general sales manager Alex Harrison and on his right is Mrs. Moscowitz. The box-office potential of "Roots" marks the attraction as one of the really big ones.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 84, NO. 76 NEW YORK, U.S.A., FRIDAY, OCTOBER 17, 1958 TEN CENTS

At Forum Session

TOA to Hear 5 Distributor Sales Chiefs

Will Speak on Plans For Better Business

Sales chiefs of five of the major film distributors will take turns at the speaker's dais to tell "Distribution's Plans for Better Business" next Thursday morning at the 11th annual convention of Theatre Owners of America, it was announced yesterday by the convention committee. They will participate in a forum session entitled "Better Business Through More Quality Product," which will be chaired by Walter Reade, Jr., former TOA president.

Acceptances have been received from John P. Byrne of Loew's, William J. Heineman of United Artists, Maurice Goldstein of Allied Artists, Alex Harrison of 20th Century-Fox and Abe Montague of Columbia. A

(*Continued on page 4*)

Roach Now Sole Owner Of RABCO, TV Firm

Special to THE DAILY

CULVER CITY, Calif., Oct. 16.—Hal Roach, Jr. announced here today his Hal Roach Studios, Inc. is now sole owner of RABCO, Inc., a TV-film program producing firm. Roach said he had signed an agreement with

(*Continued on page 4*)

Altshuler Appointed To UA Records Post

Robert S. Altshuler has been appointed director of advertising and publicity for United Artists Records, it was announced by Monte Kay, vice-president and general manager of the company. The post was newly

(*Continued on page 4*)

Television Today

Page 5

Canada Papers Giving More Space To Motion Picture News Coverage

Special to THE DAILY

TORONTO, Oct. 16.—Expanded space in newspapers in Canada is providing more coverage of the motion picture scene, particularly on Sundays. All three Toronto newspapers, The Globe and Mail, The Telegram and The Star are giving better coverage to films, a survey revealed.

The Globe and Mail has columnist Stan Helleur covering the daily picture along with reviews and gossip daily, with a special column on Saturdays.

The Telegram carries a column of movie criticism by Clyde Gilmour whose reviews also appear in the Vancouver Sun and MacLean's Magazine. Gilmour does reviews for the Trans-Canada network of the Canadian Broadcasting Corp.

The paper also carries columns by

(*Continued on page 4*)

Exchange-Closings Hit, Defended, in Albany

Special to THE DAILY

ALBANY, N. Y., Oct. 16. — At a dinner here last night for Norman Weitman, whom Universal transferred to Cleveland as branch manager, recent exchange closings and cutbacks here were sharply criticized by a leading independent exhibitor, and strongly defended in Universal's case by Joseph B. Rosen, Metropolitan regional manager. It was the first time the subject had been publicly aired, although there had been rumblings.

Jules Perlmutter, president of Perl-

(*Continued on page 6*)

WB Sales Meet Set in N. O. Monday, Tuesday

The last of Warner Bros.' four current regional sales meetings will be held Monday and Tuesday in New Orleans, with Charles Boasberg, the company's general sales manager, addressing members of the southeastern division sales and promotion force.

The two-day midwest division sales

(*Continued on page 4*)

Compo Ad Calls Films 'Newest Fad at 50'

Motion pictures are the "newly discovered darling" of those people "who pride themselves on being ahead of all others in the things they talk about," says the 95th in the series of Compo ads in "Editor & Publisher," which will appear tomorrow. The ad urges newspapers to widen their readership appeal by increasing their coverage of movie news.

Under the caption, "These Amazing Movies—The Newest Fad at 50," the ad says, in part: "Mind you,

(*Continued on page 4*)

EDITORIAL

Skouras to Allied

By Sherwin Kane

SPYROS SKOURAS's straightforward statements in his talk to the Allied States convention in Chicago on Wednesday should give pause to every thoughtful exhibitor who heard him or who reads the reports of the speech in the trade press.

Skouras's theme, the survival and betterment of the industry, required a statement of the facts of life in the industry today for the benefit of those who, preoccupied with their own problems, are inclined to forget the other fellow has his, too.

Going beyond that, however, the 20th Century-Fox president, whose record of cooperation with and concern for the exhibitor's welfare is both extensive and well known, offered constructive suggestions for the improvement of exhibition's lot.

Certainly, the greater welfare of the exhibitor as well as the industry

(*Continued on page 2*)

Allied's Plan

Opposition to All-Industry Meet Is Strong

See Little to Be Gained; Some Would Meet Singly

Considerable opposition to Allied States' Chicago convention bid for the convening of an all-industry meeting to discuss current grievances is to be encountered in many directions, an informal check-up yesterday revealed.

Reporters asked executives on the administrative level and in distribution, industry attorneys, producers and producers' representatives and officials of industry organizations for their views on the proposal. The responses were heavily opposed to it.

The few who said they would consider participating in such a conclave expressed qualifications in the form

(*Continued on page 2*)

Feinstein to Handle New L&D Theatres

Special to THE DAILY

BOSTON, Oct. 16.—L&D Theatres, the group which yesterday took over the 16 theatres of the Western Massachusetts Circuit, has appointed Samuel Feinstein as district manager for the newly acquired theatres. He will work from Springfield, Mass.

Feinstein is a veteran theatre operator, originally with the old Netco-Publix chain, later with the booking

(*Continued on page 4*)

Offers $100,000 Wager On 'White Paper' Victory

Special to THE DAILY

CHICAGO, Oct. 16. — Ruben Shor, Ohio-West Virginia circuit operator and former president of Allied States, offered to bet $100,000 that Allied States "wins its fight," while at this week's Allied national convention here.

"What fight?" an innocent onlooker inquired.

"The 'white paper' fight," Shor replied.

PERSONAL MENTION

JERRY WALD, 20th Century-Fox producer, will arrive in New York on Oct. 23 from Hollywood.

•

HERB STEINBERG, Paramount studio advertising-publicity director, has returned to Hollywood from New Orleans.

•

NED CLARKE, Buena Vista foreign sales manager, has returned to New York from Hollywood.

•

D. A. DORAN, Paramount studio executive, will leave Hollywood today for New York.

•

MILTON E. COHEN, United Artists supervisor of sales for "Around the World in 80 Days," left here yesterday for Chicago and key cities of the South.

•

CHARLES LEVY, Buena Vista advertising-publicity director, has left here for Philadelphia and Pittsburgh.

•

FERD FORTUNATO, Universal booker in Philadelphia, a veteran of nearly 35 years with the company, has resigned.

Screen Guild Releases To American Films

Special to THE DAILY

PHILADELPHIA, Oct. 16. — American Films, local independent exchange operated for many years by Benny Harris, will now handle most of the former Screen Guild releases. The independent Screen Guild exchange here, until its closing last month, was operated by Harris' son, Jack Harris, who left the distribution field to devote his activities to production.

'Houseboat' Starts Big

Paramount's "Houseboat" is off to a fast start in its first "official' engagement at the Arcadia Theatre in Philadelphia. The theatre management has advised the home office that the gross was even slightly stronger yesterday than Wednesday, opening day. The two-day total was estimated at $5,981. "Houseboat" previously had some test engagements in the Midwest.

AA Plans 'Package'

HOLLYWOOD, Oct. 16. — Allied Artists is linking "Joy Ride" with "Unwed Mother" as an exploitation package and is now preparing it for immediate release.

EDITORIAL

(CONTINUED FROM PAGE 1)

would be served if organized exhibition were to adopt Skouras's suggestion that organized theatre owners push to a successful conclusion the efforts to obtain governmental help in the form of Federal loans to modernize their places of business and make them more attractive to the public.

No fair-minded exhibitor can disagree with his statement that high cost pictures on which the survival of the industry depends are going through the market too quickly to realize the best results for either exhibition or distribution, and that the remedy lies in the revision of the present clearance system.

Among other trade practices handicapping the industry and slowing its recovery which Skouras asked exhibition's cooperation in eliminating were competitive bidding, single picture selling and Federal decree bans on the ownership and operation of showcase theatres in a limited number of key situations for the better promotion and exploitation of special features.

Finally, Skouras called for an industry arbitration system, "fair to both the exhibitor and the distributor."

•

In reminding the Allied convention of production-distribution's problems Skouras related the constant pressure of stockholders and others for the liquidation of the companies, rich in physical assets but either unable to earn consistent profits in their theatrical film operations alone, or doing so modestly and only with the greatest difficulty.

He cited the toll television problem, urging exhibitors to place their case before Congress, and suggested a three-to-five-year protection for theatres over toll TV, should it come.

Of the so-called Allied "white paper," Skouras reminded his audience simply that further legal or legislative restrictions on production and distribution can mean that the exhibitor may "wake up one day—in the not too distant future—without a source of supply."

If Skouras's sound advice is heeded, exhibition will be well on the way to resolving many of its more urgent problems. But the prospects that it will be, unfortunately, do not appear much better today than was the counsel he said he gave to the Allied convention in Columbus, O., in 1945.

For, what was the convention's reaction?

It adopted a resolution calling for pressing the "white paper" campaign "with ever-increasing vigor." And it passed another resolution calling upon Skouras to summon an all-industry conference, including heads of film companies and representatives of all industry organizations and groups.

These would seem to be objectives at war with each other.

•

The aim of an all-industry conference to be worth consideration at all, must be, as Skouras suggested, the formation of a united front to tackle the industry's most urgent problems which now threaten its survival.

The aim of Allied's "white paper" is unilateral action by one element in exhibition, unsupported to date by any other industry group, to seek more rigid restraints than now exist on the selling and exhibition of films which, inevitably, would discourage production. Skouras asked with reason if that's what Allied wants.

No better advice can be given all branches of the industry at this crucial time than that with which Skouras closed his talk: Let there be an end to pointing the finger at one another with recriminations and criticisms; encourage instead good will among all branches of the industry, and encourage a revival of the self-confidence and ingenuity that made the industry great.

Frank Smith Dies

SALT LAKE CITY, Oct. 16.— Frank H. Smith, who retired last week as local branch manager for Paramount because of ill health, died this morning at Salt Lake Hospital.

Hasin Is Appointed

Charles C. Hasin has been appointed national sales manager of M-G-M Records, it was announced by Arnold Maxin, president. Hasin has been with M-G-M Records for the past 13 years.

Industry Meet

(*Continued from page* 1)

of prior agreement on matters for discussion, general or specific objectives, and the like.

Asked whether their views would be changed if a request for such a meeting originated with Spyros P. Skouras, 20th Century-Fox president, as proposed by Allied, none said it would in the absence of the previously specified conditions.

Some See Futility

The reasons most frequently given for opposition to the suggested all-industry meeting were doubt that anything worthwhile could result from it, particularly while Allied is pursuing its "white paper" program, reluctance to go into a meeting at which deals, terms, policies and other confidential matters of a company might be aired and detailed in the presence of competitors, concern that anything resulting from such a meeting might subject consent decree companies to charges of collusive action or other illegal activity, and concern that anything said at such a meeting might be used against a company later by a disgruntled customer or organization, before legislative bodies or in courts of law.

Individual Talks Suggested

A number recalled that their companies, for any or all of the given reasons, or for reasons of their own, have for the past several years had what virtually amounts to a policy against participating in all-industry meetings, or joint meetings of any kind. Some of these, however, made it plain that they are willing to meet individually with their customers or with authorized representatives of their customers at any time to discuss any grievance, problem or misunderstanding that may exist or arise.

However, joint meetings at which competitors would be present are frowned upon by most.

Allied Had Asked 'Immediately'

Efforts to reach Skouras yesterday for his views on the Allied proposal, adopted by the convention following his departure on Wednesday, were unsuccessful. The Allied resolution called upon Skouras to call sueh an all-industry meeting "immediately."

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
"CAT ON A HOT TIN ROOF"
ELIZABETH TAYLOR • PAUL NEWMAN • BURL IVES
JACK CARSON • JUDITH ANDERSON
FROM M-G-M IN METROCOLOR
and GALA NEW STAGE SPECTACLE

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasury; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

Landslide Likely For Skeffington

Boston, Mass., Oct. 16

Editor, Motion Picture Daily:

Here in Boston on quick trip to analyze local election situation and am willing to go on record that Frank Skeffington appears to be a landslide winner here on "The Last Hurrah" ticket. Preliminary campaign finds him far in front and the huge torchlight parade Wednesday night through the streets of Boston and terminating at the Orpheum Theatre should be the clincher . . . Both Governor Foster Furcolo and Mayor John Hynes have thrown in with him and will be on the platform in front of the Orpheum on the big night . . . Can't see how Skeffington and "The Last Hurrah" can lose and you can quote me on that.

Bob Ferguson,
Columbia Pictures.

Brown, Newman Cited For Work on Curfew

Special to THE DAILY

DETROIT, Oct. 16—Allied Theatres of Michigan Inc. has sent out a bulletin praising the efforts of Harold H. Brown, president of United Detroit Theatres, and counselor David Newman, of Cooperative Theatres, in securing the liberalization of teen-age curfew ordinances, and giving a revision of hours first indicated by the Common Council. They are: for unescorted children, 11 years old, and under, out of theatres by 7:00 P.M.; 12-13, 11:00 (1:00 A.M. Saturday morning, after Friday shows); 14-16, midnight (1:00 A.M. as for 12-13 level).

It gives a schedule of the Metropolitan Exhibitors of Detroit B-B radio and TV spots scheduled Oct. 5-Nov. 1. The detailed spots total 70 radio and 30 TV per week.

British Theme Stressed For Dallas 'Fortnight'

Special to THE DAILY

DALLAS, Oct. 16. — The Coronet and Fine Arts Theatres here, both art houses, are participating in the Neiman-Marcus British Fortnight, Oct. 13-27, by presenting films that tie-in with the British theme, either by story line, authorship or cast.

Starting film for the Fine Arts is "Dangerous Exile," while the Coronet has scheduled eight features: "The Bespoke Overcoat," "In the Park," "Short Vision," "The Day Manolete Was Killed," "Three Pirates Bold," "On the Twelfth Day," "The Stranger Left No Calling Card" and "This Is London," plus "Dangerous Exile."

'Pacific' to Resume

PITTSBURGH, Oct. 16.—"South Pacific" in Todd-AO, which recently closed a 26-week run at the Nixon Theatre when the house returned to legitimate stage shows, will return to the Nixon on Dec. 28 for an indefinite run.

K.C. Churches Seek 'Better Quality' Films

Special to THE DAILY

KANSAS CITY, Mo., Oct. 16. — A move to obtain an improvement in the quality of motion pictures shown in Kansas City has been undertaken by the Council of Churches of Greater Kansas City.

The action of the council, which represents 230 churches in the Kansas city area was taken because of increasing complaints concerning the subject matter of some films presented here recently. The council did not name the movies.

Committee to Be Named

A committee to investigate theatre programs and to urge managements of theatres to heighten the quality of films will be named in the near future.

Officers and Directors Named by the MPRC

From THE DAILY Bureau

HOLLYWOOD, Oct. 16. — Officers and directors for the ensuing year were named at the annual meeting of the Motion Picture Research Council.

Officers are: Y. Frank Freeman, chairman of the board; Morris Weiner, vice-chairman; William Kelly, president and treasurer; George Tolitzen, vice-president, and Farciot Edouart, secretary.

Directors are: Lester Sansom, Allied Artists; Gerald Rackett, Columbia; U. B. Iwerks, Walt Disney; Douglas Shearer, Loew's; Farciot Edouart, Paramount; Sol Halprin, 20th Century-Fox; Alexander Golitzen, Universal-International, and F. C. Fuhrmann, Warner Brothers.

Dallas House Reopened With Triple-Film Policy

Special to THE DAILY

DALLAS, Oct. 16. — The Rialto Theatre here, after a few days shutdown, recently opened under a new three-way partnership. The new owners, all in the entertainment business, are Bill Martin, Luther York and Charley Wolf. Robert Hartgroves was the former owner, and prior to that the house was a unit of the Trans-Texas circuit.

The new management is offering an entirely new concept by billing triple attractions—a western, a mystery and a dramatic film—for each bill.

MGM 'Tunnel' Bow Set In Chicago Nov. 7

"The Tunnel of Love," the film version of the Broadway comedy hit, will have its world premiere in Chicago at the Woods Theatre on Nov. 7, it was announced by John P. Byrne, M-G-M's general sales manager.

Starring Doris Day and Richard Widmark, the Joseph Fields production will be M-G-M's major release for Thanksgiving with bookings in all key cities follow the early Chicago premiere.

Japanese Trade Hails Paramount 'Message'

Special to THE DAILY

TOKYO, Oct. 16 (By Cable)—The future of the Japanese motion picture industry is inseparably dependent on the stability and prosperity of the American film industry, S. Kido, president of the Federation of Japanese Motion Pictures Industries and the Japanese Producers Association, warned here.

He spoke before 90 other leaders of the Japanese film industry at the initial Paramount marketing and merchandising luncheon-meeting on the 'round-the-world schedule of George Weltner, vice-president in charge of world sales.

After Weltner announced Paramount president Barney Balaban's strong affirmation of faith in the future of the film business, Kido arose to say that he now was confident the U. S. film industry would succeed in achieving a new prosperity and that this success would be to the benefit of the Japanese film industry as well.

Also Heads Shochiku

Kido, who also is president of Japan's Shochiku Company, declared to the gathering when Weltner completed his address:

"I wish to stress that Paramount and ourselves here in Japan are inseparable. If one profits then so shall the other. We are indeed inspired by Balaban and Weltner's powerful declarations made with such confidence. We congratulate them and Paramount."

At the conclusion of the luncheon-meeting, N. Metori, vice-president of Paramount Pictures, Ltd., of Japan, said the general comments of exhibitors present was the most enthusiastic in his experience.

Mass Horror Bookings

Universal-International's new horror film combination of "Blood of the Vampire" and "Monster on the Campus" is being booked into 150 situations from coast to coast for special Hallowe'en Night showings including multiple runs in the Los Angeles, Chicago and New York territories. In many of the situations the combination will play on Hallowe'en Night and then open at a later date, including New York, where it will play outlying houses of the Skouras and Walter Reade circuits and then open throughout the Greater New York territory on Nov. 15.

S-W Club Elects

At a meeting of the board of directors of the Stanley Warner Club, the following were elected national officers for the ensuing year: president, Charles P. Kontulis; vice-president, Harriett Pettit; vice-president in charge of membership, Stanley Amster; vice-president in charge of welfare, Etta Rodoff; vice-president in charge of claims, Fred Stengl; vice-president in charge of social activities, Harriett Pettit; treasurer, John T. Holmes; secretary, Stuart H. Aarons.

PEOPLE

Dore Schary will be the guest speaker at the annual dinner and meeting of the Federation of Jewish Agencies of Greater Philadelphia to be held at the Sheraton Hotel there on Nov. 5.

□

Al Dubin has replaced **Irving Herman** as advertising-publicity representative for Warner Brothers in Canada. **Dubin**, formerly in promotional work with newspapers and radio stations, was most recently manager of the Prince George Hotel, Toronto, and the Club One Two.

□

Abraham M. Ellis, head of A. M. Ellis Theatres, Philadelphia, has been elected president of the Beth Jacob Schools, with which he has been associated for 50 years. **David Supowitz**, theatre architect, was elected treasurer of the schools.

□

Guy Roberge, Canadian Government Film Commissioner, has been named an honorary member of the Canadian Society of Cinematographers.

□

Sidney H. Kleper, for the past 14 years manager of the College Theatre, New Haven, a unit of Loew's Poli-New England Theatres, has been named manager of Loew's Poli Theatre in the same city. He succeeds **Morris Rosenthal**, who has retired after 40 years in the industry.

□

Roy Thomson, Canadian and Scottish publisher with radio and TV interests, who recently acquired a block of stock in Rediffusion, Inc., of Canada, has been named a director of the company.

□

Richard A. Fox has taken over management of the Sinking Spring Drive-in Theatre, Reading, Pa., and will continue the policy of keeping the operation open all year. He also has drive-ins at Williamsport and Muncey.

□

Samuel Venus has been named manager of the Park Theatre, Philadelphia neighborhood house.

Three Join TOA

Three more small theatre owners, all from the Carolinas, have joined the Theatre Owners of America, TOA New York headquarters announced. They are: George Parr of the Parr Theatre, Lancaster, S. C.; Bertha P. Martin of the Salisbury Drive-In Theatre, Salisbury, N. C.; and Charles B. Burgin of Colonial Theatres, Valdese, N. C. Their memberships were secured by George Roscoe, TOA field representative.

Bromhead Setting Up Headquarters Here

Michael Bromhead is here to make friends, influence people, certainly sell British Lion pictures.

He is looking for an office, probably near Madison Avenue, definitely in midtown. And for an apartment. Presently, he is at the Berkshire.

His assignment, so far as he knows, is reasonably permanent, and in mid-November he is marrying an American.

British, affable, easily conversational, of long experience in the British industry, a nephew of one of the Gaumont pioneers, he has been introduced the past week and a half to distributors, newsmen, and other friends, by Victor Hoare, Lion International managing director.

Some Hoare Trips in Vain

Hoare said he'd been coming here four or so times a year, and somehow the trips weren't satisfactory because too often the persons with whom he wished to do business weren't in town.

He explained that although American distributors, major and minor, become interested in British Lion or other wares in England, they make their decisions here. Hence, his visits, and now a permanent representative, Bromhead.

American money now is 40 per cent of British Lion gross, he added, and commented he thought this could be "improved."

"Fact is, in America, the sky is the limit. That's why we're doing this. A 'Red Shoes' did two million; 'Tales of Hoffmann,' which was ours, did a million-two."

Cites Bromhead Versatility

Bromhead, he explained, will not only show and sell, he will be a liaison and to a certain extent an adviser and even a publicist. He will receive prints as pictures come along, and plans and publicity, and he will advise prospects and customers, and also the press. He will occasionally cultivate the latter, he would if necessary counsel and squire and introduce visiting British Lion performers, and he will scrutinize the exploitation, the advertising and publicity, and the booking and opening of British Lion pictures.

"All in the friendliest fashion, of course," Hoare said. "We don't want him to be thought of as an ogre."

Speaks of 'Murder'

Hoare added so far only a very small percentage of his pictures have been bought by majors. "It's a question of what is the best way to realize your goal. Very often you are better off in the hands of the independents. 'Blue Murder at St. Trinians,' for instance. If I had gone to MGM, or Paramount, they'd have killed me."

He also pointed out he is offering, he believes, at least as many pictures as the Rank office here. British Lion is making some 12 per cent, it will offer all here, and at the moment has three for viewing, "Virgin Island," "Behind the Mask," and "The Man Upstairs."

TOA Will Hear Sales Chiefs

(*Continued from page 1*)

representative of Paramount Pictures is also expected.

At the same time the convention committee also announced additional speakers for several other panel sessions at the five-day meeting which will open Monday at the Americana Hotel in Miami Beach and conclude Saturday night, Oct. 26.

Harrison, Lewis Scheduled

Terry Turner, exploitation director for American International Pictures, will join the panel next Friday morning (24) which will explore "Better Business Through Better Selling." He joins Harrison of Fox, Roger H. Lewis of United Artists, Seymour L. Morris of Sehine Theatres, Harry Creene of Welworth Theatres in Minnesota, Mrs. Margaret Twyman of Motion Picture Association of America, Henry G. Plitt of Paramount Gulf Theatres and Jerry Wald, 20th-Fox producer.

Robert W. Selig of Fox Intermountain Theatres will be moderator and M. A. Lightman, Sr., of Malco Theatres will be chairman of this session.

TOA's committee also announced that the roster of speakers for Wednesday morning's discussion on "What About the Decrees in the U.S. vs Paramount" had been completed.

Four Slated

Slated to lead an open forum on the government regulations will be Roy Cooper of San Francisco, Harold Field of St. Louis Park, Minn.; Arthur H. Lockwood of Boston, and Mr. Lightman, Sr., who is from Memphis.

The convention committee consists of Mitchell Wolfson, honorary chairman, and Sumner M. Redstone, Sam L. Gillette and John B. Schuyler, co-chairmen.

Canada Papers

(*Continued from page 1*)

Sheilah Graham and Dorothy Kilgallen, while a column from England by Wallace Reyburn sometime has stories of motion picture production.

The Star carries a column by Jack Karr, which includes gossip and reviews, as well as a column from Louella Parsons.

Good coverage is also given the Montreal Gazette, Montreal Star and the two Ottawa papers, The Journal and the Citizen.

Officers Are Nominated By AFL Film Council

From THE DAILY Bureau

HOLLYWOOD, Oct. 16. — At the regular semi-monthly meeting of the Hollywood AFL Film Council, composed of unions and guilds representing more than 24,000 employees in the industry. John W. Lehners, business representative of IATSE Motion Picture Film Editors, Local No. 776, was nominated for president, to succeed Pat Somerset, Screen Actors Guild executive.

Charles Thomas, business representative of the International Brotherhood of Electrical Workers, Local No. 40, was nominated for vice-president. H. O'Neil Shanks, executive secretary of Screen Extras Guild, was nominated for re-election as recording secretary, and Edwin T. Hill, secretary-treasurer of IATSE Affiliated Property Craftsmen, Local No. 44, was nominated for re-election as treasurer.

Kravitz Gets Theatre

PHILADELPHIA, Oct. 16.—The Keystone, neighborhood house being used by a church group and originally a key run of the Stanley Warner Theatres, was sold at auction for $38,000 to Morris A. Kravitz.

Big Industry Week In Canada Oct. 27

Special to THE DAILY

TORONTO, Oct. 16. — The big industry week this year will begin Oct. 27, kicking off with the annual meeting and luncheon of the Motion Picture Theatres Association of Ontario. Guest speaker will be Abram F. Myers, general counsel and chairman of the board of Allied States Association.

The three-day conference of the Provincial Censors of Motion Pictures will start the same day.

The next day sees the meeting of the National Committee of Motion Picture Exhibitors Associations of Canada, with Wednesday, Oct. 29, the meeting of the Motion Picture Industry Council of Canada meeting.

Canadian Pioneers Annual Fete Nov. 18

Special to THE DAILY

TORONTO, Oct. 16.—The annual award dinner of the Canadian Motion Picture Pioneers is set for Nov. 18, it was announced by R. W. Bolsted. The "Pioneer of the Year" will be honored. He will be selected by a committee of past winners, including John J. Fitzgibbons, Jack Arthur, Louis Rosenfeld and O. R. Hanson.

William Summerville, Sr., last year's winner, is too ill to serve on the committee. Lionel Lester heads the committee on arrangements which includes Raoul Auerbach, Leonard Bishop, George Oullahan and A. J. Laurie.

M-G-M Gets 'Vengeance'

M-G-M has made arrangements to distribute on a worldwide basis the Spanish production, "La Venganza" (Vengeance), it was announced by Morton A. Spring, president of Loew's International. He said it was the first such agreement to be made by a major U.S. distributor.

Roach Owner

(*Continued from page 1*)

George T. Shupert, president of ABC Films, Inc. by means of which his studios acquired the 50 per cent partnership interest of the American Broadcasting - Paramount Theatres subsidiary. RABCO was formed four years ago jointly by Roach Studios and ABC Films to produce TV shows. Roach is reported to have paid $500,000 to acquire the interest in the company.

The ABC firm will continue to service the stations who have contracts for the films, as Roach has no distribution outlet at present.

Properties Listed

Among the new properties now solely to be distributed under the Roach banner is "Forest Ranger," an adventure feature starring Dick Foran. Other programs solely owned by Roach Studios via this acquisition are 98 films in the half-hour "Racket Squad" series, which stars Reed Hadley, and 39 each in "Code 3" and "Passport to Danger." The latter stars Cesar Romero.

Altshuler Named

(*Continued from page 1*)

created to supervise all advertising and publicity and also the packaging of LP albums for United Artists Records.

Altshuler, whose appointment is effective immediately, previously had been publicity and promotion director for Prestige and Riverside Records during the past three-and-a-half years. He set up these departments for both record companies.

Compo Ad

(*Continued from page 1*)

we're not complaining. Actually we're delighted. But it does feel strange.

"What we're talking about is that after a long stretch in the conversational doghouse, we find the movies are the newly discovered darling of those people who pride themselves on being ahead of all others in the things they talk about, the things they do—in being, in other words, hep."

WB Sales Meet

(*Continued from page 1*)

meeting in Chicago ends today. The eastern division met in Philadelphia and the central division convened in Detroit Wednesday and continued yesterday.

The four meetings are being held to carry through decisions of the company's national sales convention at its New York home office last week.

Feinstein to Handle

(*Continued from page 1*)

staff of American Theatres Corp. A year and a half ago he joined Smith Management Co. as district manager of that circuit's Florida theatres in the Palm Beach area. He resigned that post this week to return to New England.

One Man's TViews

By Pinky Herman

HOLLYWOOD

THIS is the fifth time in the past 15 years that we've taken the jaunt to this land of perpetual sunshine (are you reading California C. of C?) . . . We don't know how long before one may speak as a Native Son but we hereby apply for a permit to laud the State and most of the people here, many of whom have succeeded in acquiring and projecting the wonderful sunshine, both literally and figuratively. Before leaving N. Y., Jules Levey asked us to call a friend of his, "Iz" Ruman which we did. Ruman, not only is one of the town's most successful citizens (he handles most of the insurance biz for Hollywood's stars) but he turned out to be one of the most gentle and friendly men we'd ever met. First night in town he took us to Tom Seward's (Tom really is one of the owners) Marquis Restaurant on the Strip where we had the pleasure of having Tab Hunter join us for awhile. Tab was quite thrilled because he had just learned that his newest Warner Bros. Platter of "Jealous Heart" and "Lonesome Road," in but two weeks, was already heading for the top of the Platter Parade.

☆ ☆ ☆

Sunday morning we took a plane to San Francisco, about which we wrote in a previous column. However we'd like to add that the disk jockeys there were so friendly and cooperative that we'd be guilty of gross ingratitude were we to neglect to mention the names of these fine people. After the wonderful reception accorded us by the town's most popular deejay Don Sherwood at KSFO, we journeyed across the Bay to Oakland to visit an old pal of ours Bob Dunn of KLX. Bob was off this day so we introduced ourself to record librarian Marian Lee who took us in to see a tall, soft-spoken announcer-deejay named Jack Morris. Jack promptly placed a mike in front of our kisser and again we were on the air talking about Tin Pan Alley, Motion Picture Daily-Television Today, new shows and movies and of course Johnny Andrews' new recording of 2 new Pinky Herman songhits? Jack played both sides and announced that in his opinion, the record can't miss (Didn't we tell you Morris is a great guy—now if he only matches that with an accurate prognostication).

☆ ☆ ☆

Station KROW was next on our list and we got there in time to renew acquaintance with Ray Yaeger who listened to our new record and told us that "Johnny Andrews will get plenty of KROW-ning there." Upon leaving Ray, we spied Art Finley through the studio glass and he beckoned us to come into the studio. Between records we introduced ourself and ergo; we were doing a repeat on the air. This time, because Art was originally from the East born and raised in Red Bank, N. J. and was with NBC in NY and we had many friends in common, we let Oaklanders hear lots of facts about some of our mutual friends, etc. We were on the air with this genial and personable Art Finley for about 45 minutes during which time of course, he spinned "It's A Wonderful, Wonderful Feelin'" and the flip side, "Havin' A Wonderful Time," about 3 times.

☆ ☆ ☆

The 7:45 ayem United Airlines plane brought us back to L. A. Tuesday at 9:35 ayem and back to our office in the Yucca-Vine Bldg. Pretty little Lois Slater, efficient Gal Friday to Sam Berns, handed us a handful of phone messages and kindly typed a few letters for us. . . . Sam informed us that at a special preview Monday the Desilu version of "Bernadette," for Westinghouse, starring Pier Angeli, could cop the "Emmy" for her magnificent performance and might get Johnny Green a duplicate award for his terrific original musical score. . . . We finally got to meet Ira Cook, the town's top-rated disk jockey whose KMPChatter about music reveals an amazing ken of music of all types. Between playings, we chatted about music, Broadway, people we knew and in less than five minutes we understood why Ira really "Cooks" in this town of talented folk. All he possesses is charm, dignity, graciousness and understanding, besides the ability to deliver a steady stream of intelligent and interesting spiels on music and local news.

Ira Cook

Television Today

$2,000,000 of Armour In Daytime NBC Orders

Armour and Company has placed new 52-week daytime orders with the NBC Television Network amounting to $2,000,000 in gross billings, it was announced by Walter D. Scott, vice-president, television network sales, for NBC.

The orders are effective immediately and call for sponsorship of an alternate-week quarter-hour segment in three Monday-through-Friday programs, and sponsorship of two alternate-week segments in a fourth program. The segments and programs follow: an alternate-Monday and alternate-Wednesday segment in "Concentration" (telecast 11:30 A.M.-12 noon, EDT); an alternate-Tuesday segment in "It Could Be You" (telecast 12:30-1 P.M., EDT); an alternate-Thursday segment in "Today Is Ours" (telecast 3-3:30 P.M., EDT), and an alternate-Friday segment in "Dough-Re-Mi" (telecast 10-10:30 A.M., EDT).

MCA Executives Benefit In Stock Distribution

From THE DAILY Bureau

HOLLYWOOD, Oct. 16.—Jules C. Stein, chairman of the board of Music Corporation of America, has announced another in a series of distributions of common stock representing ownership of the MCA companies. The new allocations were to the following eight officers of MCA or its subsidiary companies: Robert Brenner, Laurence Evans, Jerry Gershwin, Richard Lewis, Lou Lindsay, Abe Meyer, Jerry Zeitman and Mort Viner.

56 Now Own Stock

The distribution increased the total number of individual executives now owning stock in MCA to 56, in addition to the trustees of the MCA profit sharing trust, who hold MCA common stock for the benefit of all participating companies.

Screen Gems to Start New 'Command' Series

A new telefilm series titled "Strategic Air Command" will go into production shortly at Screen Gems, Inc., with Robert Carlisle and Paul F. Herd producing in association with the Columbia Pictures television subsidiary. It will have the full cooperation of SAC, the U.S. Air Force and the Department of Defense.

Negotiations with the producers were made by Fred Briskin, Screen Gems production executive. The first script is being written by Frederic F. Frank.

General Thomas S. Power, SAC commanding general, will introduce the first show of the series, which will have filming not only in Hollywood but at SAC bases around the world.

Who's Where

Robert Bergmann has been appointed vice-president in charge of the TV division and **Thomas Whitesell** has been named vice-president in charge of motion picture production at Transfilm, Incorporated, it was announced by **William Miesegaes**, president of the TV and industrial film company.

□

Henry Cabot Lodge, Jr., U.S. representative to the United Nations, will be guest speaker at a luncheon of the CBS Radio Affiliates Association on Wednesday, Oct. 29, during its fifth annual convention in New York, it was announced by **Charles C. Caley**, WMBD, Peoria, Ill., chairman of the Association's board of directors; and **Arthur Hull Hayes**, president of CBS Radio. Lodge has accepted an invitation to speak to the convening affiliates at 1:00 P.M., EST, on the opening day of the two-day meeting, Oct. 29-30 at the Waldorf-Astoria's Starlight Roof.

□

Veteran musical director **Jack Donohue** has been signed to produce and direct the first of two full-hour colorcasts of "The Dean Martin Show" on the NBC-TV Network during the 1958-59 season. The first special will be on Saturday, Nov. 22 (9 to 10 P.M., EST).

□

M. Peter Keane, technical director of Screen Gems, has been appointed a member of the board of managers of the Society of Motion Picture and Television Engineers, New York Section. A sound and film technologist since 1930, Keane has been in charge of the technical operations of the Columbia Pictures TV subsidiary since 1951.

□

Peter B. Kenney, vice-president and general manager of WNBC-TV and WKNB-Radio, West Hartford, Conn. has been re-elected vice-president and named a director of the New Britain Broadcasting Company, a subsidiary of the National Broadcasting Company.

TV Set Production on Increase But Below '57

From THE DAILY Bureau

WASHINGTON, Oct. 16—Television set production in August totalled 507,526, the Electronics Industries Association announced, compared with 274,999 made in July and 673,734 last August.

Cumulative production for the first eight months of this year amounted to 2,950,455, compared to 3,756,533 sets made in the same period last year.

National Pre-Selling

"THE Old Man and the Sea" was first published in "Life" in September, 1952. In 1953 it won a Pulitzer Prize. In 1954 Hemingway was awarded a Nobel Prize for his style-forming "mastery of the art of modern narration in 'The Old Man and the Sea'." Now, it becomes a memorable movie. "Life" has produced a picture and word essay on this new Warner release which appeared in the Oct. 6 issue. It appears in color on three two-page spreads.

•

Sophia Loren is quoted in "Look's" Sept. 30 issue as saying "Sex appeal is 50 per cent what you got and 50 per cent what people think you have."

•

"Bell, Book and Candle," starring Kim Novak, Jack Lemmon, James Stewart, and Ernie Kovacs has been selected by "Seventeen" as the picture of the month for November.

•

The Special Merit Medal of "Parent's" magazine for October has been awarded to Stanley Kramer's "The Defiant Ones." In the opinion of "Parents," this UA release is the perfect combination of superior acting and having something important to say makes "The Defiant Ones" a distinguished film."

•

The front cover of "Pictorial Review's" Nov. 30 issue, will have a Kapralik caricature in full color devoted to "The 7th Voyage of Sinbad," a Columbia Christmas release in Dynamation.

•

Elizabeth Taylor, that resplendent, captivating star, is the cover girl on the Oct. 14 issue of "Look." In a cover story, which spotlights "Cat on a Hot Tin Roof," the motion picture editor says, "Elizabeth Taylor gives the best performance of her career as Maggie the Cat in this new MGM film."

•

The closing installment of Sophia Loren's autobiographical article appeared in the Oct. 5 issue of "American Weekly." Sophia relates intimate happenings about her family live in Italy, and her first impressions of Hollywood. A photo taken on the set of "Houseboat" in which she co-stars with Cary Grant illustrates the article.

•

"Bell, Book and Candle," with Kim Novak as a lovely witch, Jack Lemmon as a warlock (male witch) and James Stewart, Ernie Kovacs, Hermione Gingold and Elsa Lancaster is reviewed in the October issue of "Cosmopolitan" by Marshall Scott. He calls is a fun-filled comedy.

WALTER HAAS

FEATURE REVIEWS

Night of the Blood Beast

American-International

ALBANY, N. Y., Oct. 16

Roger Corman, functioning this time as executive producer; his brother, Gene, producer; and Bernard L. Kowalski, director, turn dramatic attention to the possibility of global destruction and subsequent control by unknown elements from outer space in this science-fiction entry. Exploitation stress, understandably, should be on picture's content rather than on unknown cast roster.

A satellite from Cape Canaveral, Fla., is launched into space and a portion jettisons from the satellite with a man inside guiding it back to earth. Once returned to land, the unit contains a creature from outer space, who proceeds to bodily take over the pilot, guiding his every action without changing the latter's outward appearance.

As matters wend their way, pilot (Michael Emmet) is killed convincing perplexed scientists that the creature must be destroyed. Dying, Emmet tells horrified listeners: "Our civilization on earth and the destruction that can be brought about by the thoughtless use of the hydrogen bomb mirrors the destruction of the creature's planet. Therefore, when the creature was able to come to earth it brought to our way of life its advance knowledge which the creature hoped would prevent our destruction." And the creature (Ross Sturlin) voices similar sentiments as he also expires at the conclusion.

Running time, 65 minutes. General classification. Release, current.

A. M. W.

She Gods of Shark Reef

American-International

ALBANY, N. Y., Oct. 16

Roger Corman, turning out consistently appealing product with aplomb, is responsible for this rather intriguing attraction, embellished considerably through adroit use of Pathecolor, and peopled with relative unknowns who display considerable spirit and knowledgeability.

The Ludwig H. Gerber production, directed by the redoubtable Corman, working from a Robert Hill-Victor Stoloff screenplay, casts Don Durant and Bill Cord, living in the lush green paradise of mid-Pacific islands. After Durant kills a native while engaged in theft of guns and ammunition from a storage dock, he convinces brother Cord to seek another island retreat.

A storm breaks out while the two young men are enroute. Lisa Montell and other native girls from a nearby island rescue the brothers, the latter learning that the particular colony to which they are brought is an all-woman community, engaged in pearl diving. They learn, too, that the superstitious female colony has traditionally tossed a young maiden to sharks to appease a stone god ostensibly located beneath off-shore waters.

Durant's criminal instincts lead him to steal a cache of pearls and head out to sea in an outrigger canoe. Cord pursues his renegade brother and later is subsequently attacked by sharks. Cord and Miss Montell sail off for another island and a new life together.

Running time, 63 minutes. General classification. Release, current.

A. M. W.

Acquire Screening Room

DETROIT, Oct. 16. — Mickey Zide and Sidney Blumenthal have acquired the Film Exchange Screening Room founded by the late Max Blumenthal 25 years ago and operated since his death by his widow, who is now Mrs. Ruth Lask. The small theatre has been the screening room for all pictures judged by the censorship board operated by the Police Department.

Drive-In Anniversary

ALBANY, Oct. 16. — The Turnpike Drive-in, at Westmere (outside Albany) gave a free pass to every driver for a future show at the first anniversary party of its operation by Alan V. Iselin. He purchased the 700-car drive-in from John W. Gardner a year ago. Gardner has since built and opened the Glen Drive-in at Glens Falls, N.Y.

Gets Concession Firm

Benjamin Sherman, chairman of the board of ABC Vending Corp., has announced the acquisition of the theatre-refreshment concession business of Shea Enterprises, Inc., under a ten-year contract effective last Oct. 1.

Screenplay to Novel

Producer Albert Zugsmith has agreed to write a novelization of his next M-G-M film, "The Beat Generation," for publication by Bantam Books.

Bantam also has been pacted to publish "Night of the Quarter Moon," the current Zugsmith production at M-G-M, which was written by Franklin Coen.

IFD, DCA in Deal

International Film Distributors, Inc., has acquired foreign distribution rights to seven films from Distributors Corporation of America in a deal announced yesterday by Joseph Wohl, IFD president, and Fred Schwartz, DCA president. Among the pictures are "Battle Hell," "Bermuda Affair" and "Monster from Green Hell."

ACE Retains Jacobs

HOLLYWOOD, Oct. 16.—The Arthur P. Jacobs Co., Inc., has been retained by American Cinema Editors as public relations counselors, it was announced by ACE president George Amy.

Plans Pushed for U. S. Role in Mexico Fete

From THE DAILY Bureau

HOLLYWOOD, Oct. 16. — Julie Adams, MacDonald Carey, Myrna Hansen, Martha Hyer and Hugh O'Brien were added today to the delegation being organized by the Association of Motion Picture Producers to represent the U.S. film industry at the World Review of Cinematographic Festivals in Mexico City. Four American films remain to be screened for the festival committee along with others from Czechoslovakia, England, France, Italy, Japan, Russia and Sweden.

The U.S. films are: United Artists' "The Defiant Ones," U-I's "Touch of Evil," 20th's "The Long Hot Summer," and Paramount's "The Black Orchid." Already shown at the festival were Paramount's "Wild Is the Wind," and Columbia's "The Goddess."

An official United States reception for visiting delegations will be held Oct. 26, with Eric Johnston, president of the Motion Picture Association, heading the delegation which will be hosts.

Exchange-Closings

(*Continued from page* 1)

mutter Theatres and former chief barker of the Albany Variety Club, introduced "the sombre note," after congratulating Weitman on his promotion.

"It is very frightening to see the disintegration of the industry, so far as Albany is concerned," declared Perlmutter. He questioned "whether the major companies are doing the right thing to take Albany and make it a backseat."

"I can appreciate," said Perlmutter, "the fact that every major company is trying to save money, but I think we exhibitors in this area should be entitled, for once, to voice our opinion as to whether we want to see the Albany district be a disintegrated district."

Perlmutter asked "whether we shouldn't voice our opinions to executives of these companies, to see that Albany comes back to the stature that it once had."

Necessary, Says Rosen

Observing that Weitman had been advanced and received a salary increase, Rosen asserted that the shuttering of certain of Universal's exchanges is "necessary for the company to survive."

"And we are going to survive," he added, "this, under a new policy of making productions with fine stories, tailored casts, top directors and superb mounting.

Emphasizing the industry had changed markedly since he was Albany manager for 20th Century-Fox 11 years ago, Rosen stated "it will change in the next 11 years, but what shape it will take no one here is smart enough to predict."

Rosen held out hope for a revival of local exchange operations—in some form.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 84, NO. 77 NEW YORK, U.S.A., MONDAY, OCTOBER 20, 1958 TEN CENTS

TOA Committee

Urges Use of New Provisions For SBA Aid

Board Meets Prior to Opening of Convention

By MARTIN QUIGLEY, Jr.

MIAMI BEACH, Oct. 19.—A recommendation that Theatre Owners of America and its regional organizations avail themselves of the new provisions for obtaining Federal aid in the financing of small businesses is made to TOA's annual convention in the report of its small business administration committee.

The report was released at the weekend, along with those of five other committees, as delegates began to arrive here for the convention,

(*Continued on page 2*)

Sees NLRB Ruling As Aid to Most Theatres

Special to THE DAILY

MIAMI BEACH, Oct. 19.—Extension of the jurisdiction of the National Labor Relations Board over any business — in event of labor disputes— which spends $500,000 annually for merchandise "will in the main be of benefit to the majority of theatres," the TOA convention is told in the annual report of its national legislation committee. The ruling gives the NLRB jurisdiction "which it has virtually always had but rarely exer-

(*Continued on page 2*)

Television Today

Page 7

UAA Concludes Deal to Acquire AAP; No Operation Change Contemplated

United Artists Associated, Inc., which was recently organized for the purpose, at the weekend acquired all of the assets of Associated Artists Productions Corp., it was announced by Robert S. Benjamin and Eliot Hyman, chairman and president, respectively, of U.A.A.

The acquisition represents the culmination of negotiations which began more than a year ago. Approximately 98 per cent of the outstanding shares of AAP sought were tendered.

Benjamin, who is chairman of the board of United Artists Corp., and Hyman stated there would be no change in operation or in operating personnel under the new ownership.

Principal assets acquired by U.A.A. are the Warner Bros. pre-1950 film library, consisting of about 800 sound and 200 silent pictures; 60 "Looney Tunes," 277 "Merrie Melodies" cartoons; and about 1,400 short subjects; 234 "Popeye" cartoons; and ownership of many other films. Remake, reissue, and foreign rights to the pictures are included in the deal.

U.A.A. will continue to distribute

(*Continued on page 6*)

Loew's in Black $2,000,000 For First Quarter: Vogel

From THE DAILY Bureau

HOLLYWOOD, Oct. 19. — Joseph R. Vogel, president of Loew's, Inc., who has been here for studio conferences with Sol C. Siegel, Ben Thau and other M-G-M executives, said at the weekend that in the first quarter the company will be "$2,000,000 in the black for the first time in years" and he expects this momentum to be maintained in the second quarter.

Vogel said his confidence was based on the line-up of pictures scheduled for the second quarter release, starting in December. The first M-G-M "blockbuster" for 1959 will be "Some Came Running," to be released around New Year's Day. Edited footage on that film, running some two hours and 20 minutes, was screened for Vogel and other executives. Vogel left here for New York at the weekend.

'New Spirit' Hailed At Far East Meeting

Special to THE DAILY

SINGAPORE, Oct. 19. — Loke Wan Tho, owner of the far flung Cathay Film organization, at the weekend said there was a "new spirit in the movie industry—a spirit of confidence, optimism and the will to fight

(*Continued on page 6*)

3 Regional Bows for 'Old Man' This Week

Three gala regional premieres will be held this week for "The Old Man and the Sea" in New England, the Pacific Coast and the South. With large turnouts of notables expected,

(*Continued on page 6*)

Norman Jackter Upped To Division Manager

Norman Jackter, manager of Columbia Pictures' Los Angeles branch, has been promoted to manager of the Southern California & Rocky Mountain division, with headquarters in Los Angeles, it has been announced by general sales manager Rube Jackter.

Norman Jackter

Norman Jackter succeeds Wayne Ball, who resigned, in the post which supervises the Los Angeles, Denver and Salt Lake City territories.

Joining Columbia as a booker in the

(*Continued on page 2*)

84th Convention

Lab Practice Needs SMPTE Agenda Today

Annual Business Meet, Other Sessions Slated

Special to THE DAILY

DETROIT, Oct. 19. — The 84th semi-annual convention of the Society of Motion Picture and Television Engineers will get underway at the Sheraton-Cadillac Hotel here tomorrow morning with a session on laboratory practices.

Meetings will continue through Friday, and delegates will hear reports on a wide variety of topics. Among them are film techniques for education and business, television equipment and practices, kinescope recording problems and equipment, machine language translation and international TV, and closed-circuit TV for teaching.

On view for the entire five days of

(*Continued on page 4*)

TV Industry Unites For U.N. Program

Television in the United States has closed ranks for an all-industry effort on behalf of better international understanding. First major result of this action is the start of production on a television film series, entitled "Dateline: UN," comprising 26 quarter-

(*Continued on page 7*)

RKO Teleradio Lawyers Form New Law Firm

William M. Regan, Elisha Goldfarb, Louis H. Powell and Paul J. Quinn, attorneys formerly with Mutual Broadcasting or RKO Teleradio Pictures, have formed the new law firm

(*Continued on page 6*)

SMPTE 84th CONVENTION SECTION BEGINS ON PAGE 4

PERSONAL MENTION

Y FRANK FREEMAN Paramount vice-president and studio head, is expected in New York today from the Coast.

•

ARNOLD PICKER, United Artists vice-president in charge of foreign distribution, and ALFRED KATZ, foreign division manager, will leave here tomorrow for Tokyo, Manila and Hong Kong.

•

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, and BERNARD LEVY, his assistant, have returned to New York from the Midwest.

•

MAURICE MYRON, Universal Pictures foreign transportation manager, left New York over the weekend for Copenhagen.

•

HAROLD HECHT and BURT LANCASTER have returned to New York from London.

•

GEORGE J. SCHAEFER, industry executive, who also is a former president of Camp Shows, on Friday received at Governors Island the Department of Defense Certificate of Esteem for his services from 1951 through 1957 in obtaining entertainers for the Armed Forces.

•

CHARLES FRANKE, Paramount home office publicist, has left New York on a fishing trip upstate.

•

SANDRA MARIE EELLS, daughter of BRUCE EELLS, executive vice-president of United Artists Television, was married at the Church of the Transfiguration here Saturday to PETER LOUIS KLINGE of Williston, L. I.

Mrs. Mary Gallagher

A requiem mass will be celebrated today for Mrs. Mary Gallagher, mother of Raymond Gallagher, advertising director of Quigley Publications, at 9:30 A.M., Church of Good Shepherd, Avenue S and Batchelder Street, Brooklyn. Mrs. Gallagher died Thursday at her home in Brooklyn.

Russian Films Conclave

Mrs. Marjorie G. Dawson, recently returned from the Childrens Film Festival in Brussels, will discuss "The Russian Film Program for Children and Its Implications for the Free World" at a press conference today at the Columbia Pictures home office. Mrs. Dawson was formerly in charge of the Motion Picture Association's Children's Film Library.

TOA Urged to Use SBA

(*Continued from page 1*)

which officially gets underway on Tuesday at the Americana Hotel. Registration begins tomorrow morning at 9 o'clock in the Caribbean Suite of the hotel.

Meanwhile, the TOA executive committee and board of directors was already here to hold its sessions and plans to meet all day tomorrow.

Other committees submitting reports included those on foreign films, national legislation, state and local legislation, insurance, and concessions.

$150,000 Loans Authorized

In the report of the small business committee it is pointed out that new legislation, adopted at the last session of Congress, permits the formation of investment companies having paid-in capital and surplus of at least $300,000, for financing of small business in a specified area. The Small Business Administration is authorized to lend such companies $150,000 in return for its debentures. Upon being organized the companies have the further right to borrow, issue bonds, notes or other obligations.

Philip F. Harling, chairman of the TOA committee, says it is felt that "there is tremendous opportunity to aid every exhibitor in the U.S. by the creation of these companies, as well as helping to get a rehabilitation program off the ground."

"It should be a matter of prime importance," the committee report states, "that at least an initial application be made in areas to be suggested by TOA to launch these investment companies for and on behalf of exhibitors and the affiliated industries."

Re-Evaluation Pledged

The report also reviews the committee's efforts during the year to have drive-ins included in the loan benefits the SBA extends to conventional theatres, as a result of which the SBA loan policy board has agreed to re-evaluate its policy. The report terms this an "encouraging indication" of the SBA's attitude toward drive-ins.

Fight Against Taxes On Local Level Urged

Special to THE DAILY

MIAMI BEACH, Oct. 19. — TOA members are advised to take vigorous action in combating all "discriminatory" local admission taxes, following the pattern set by Compo, in the annual reports of the TOA state and local legislation committee, presented by co-chairmen of the latter group, LaMarr Sarra and Robert Bryant.

The committee also pays tribute to the "untiring efforts and unselfish devotion of Bob O'Donnell, as exhibitor chairman, and Bob Coyne, as special counsel for the Compo tax committee," in securing tax relief at the Federal level. Their campaign "should prove helpful to all exhibitors in their plea for state and local repeal of discriminatory emergency taxes," the TOA report states.

Reporting on censorship, the committee declares the "threat is still real." Several states and a fairly large number of municipalities during the past year have attempted to enact a "clearly drawn statute" to place motion pictures in the "censoring strait jacket," it is stated. The committee foresees further intensification of such efforts by law makers and reminds exhibitors "that we continue to have an important selling job facing us with a considerable segment of the public as well as with many of our legislators."

Warns Against Ads For Foreign Films

Special to THE DAILY

MIAMI BEACH, Oct. 19. — A warning to exhibitors of foreign-made films to "stop shooting for the quick buck" by advertising their sex exploitation possibilities in questionable taste, is made by Theatre Owners of America's foreign film committee in its annual report to the TOA convention here this week.

Walter Reade, chairman of the committee, states that otherwise the prospects for foreign films here are excellent and predicts that their theatre gross for 1958 will be near $50,000,000 and theatres showing them will number more than 500.

The committee's report points out that the increased use of foreign films has helped to alleviate "some of the product shortage problems caused by the greatly reduced number of films coming from Hollywood." At the same time, theatres playing them "take little or no product away from houses playing commercial pictures."

Concessions Promotions Seen Attendance Aid

Special to THE DAILY

MIAMI BEACH, Oct. 19. — "Since attendance is the crux of the matter" concessionaires were urged to adopt practical, working campaigns to increase theatre attendance in a concessions committee report submitted by Van Myers of the Wometco circuit to the Theatre Owners of America convention.

"I suggest," Myers said, "that particularly now concessionaires use all their resources and the resources of their suppliers for competitive promotions, exploitations and incentive plans geared to increasing box office attendance."

The chairman of the committee reported on a 12 week campaign staged by the Wometco concessionaires during which $5,000 was given in prizes to theatre managers as a stimulus to increase attendance.

Reduced Rates for Drive-In Insurance Sought

Special to THE DAILY

MIAMI BEACH, Oct. 19. — The Insurance Committee report, submitted to the Theatre Owners of America convention by chairman Jack G. Wallens, stressed the advance in rates on every category of insurance except fire. Even in this category the committee urged the necessity of seeking reduced rates for drive-ins.

Work is now being undertaken, the report said, in the New England area, considered a key territory because others follow the New England Fire Rating Association, on persuading the carrier companies to file different methods of rating drive-in theatres. This should produce lower premiums.

NLRB Ruling

(*Continued from page 1*)

cised" in labor disputes over almost all circuits and larger theatres, it is pointed out.

"However," the report continues, "even if a theatre qualifies under the $500,000 figure the NLRB can still decline to take jurisdiction if in its judgment this appears advisable."

The committee also reported on minimum wage and hours, stating that although some 27 bills to extend Federal coverage were introduced in the House and Senate of the 85th Congress, no legislation on the subject was enacted. The matter is thus open for action by the next Congress, but as all bills die with adjournment, new bills will have to be introduced next spring.

Norman Jackter

(*Continued from page 1*)

Charlotte branch in 1946, Norman Jackter was promoted to salesman later that year. He was transferred to the Washington exchange in 1949 and was named Albany manager in 1952. He assumed the Los Angeles branch managership in April, 1957.

Goodfried to Columbia

HOLLYWOOD, Oct. 19. — Bob Goodfried, studio publicity manager at Paramount, will leave there Oct. 31 to join Columbia Pictures to handle special assignments in Al Horwits' publicity department.

Goodfried joined Paramount in 1951 after coming to the coast for PRC and Eagle Lion.

Previously, in the East, he was a theatre executive with Skouras Theatres, and from 1943 to 1945 was in the exploitation department at United Artists, serving under Paul Lazarus, now vice-president at Columbia.

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Syn. — Novel, fresh, modern, recent

1. Lately made, produced, or brought into being; as, a new *Blimp for Maurer Camera.*
2. Lately come to knowledge; recently discovered; as, a new *Remote Control Pan and Tilt Head.*
3. Recently produced by change, usually involving improvement; as, a new *Pro. Jr. Film Viewer with magnetic double system sound reader.*
4. Different, distinct; as, a new *Oxberry Standard Animation Stand.*

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Lab Practices Before SMPTE

(*Continued from page 1*)

the convention will be an exhibit featuring the latest in motion picture and television equipment. Leading manufacturers in the field will show their most up-to-date equipment.

At the session on laboratory practices tomorrow morning John R. Turner of the color technology division, Eastman Kodak Co., will read a paper entitled "Photographic Processing Equipment." He will relate the conventional methods of photographic processing with the methods used in specialized fields and those which as yet have had only limited commercial application, but offer increased speed and simplicity.

Lawler and White Scheduled

Following this, T. J. Lawlor of Kodak's film testing division, will describe a pneumatically-operated film end detector and film brake for continuous motion picture film processing machines, which is said to offer advantages over those of previous design. Frank E. White and John Federico of Kodak's Chicago processing lab, will then describe an improved 16mm tear detector for film processing machines.

The belief that variable-area sound recording on film is immune from processing variations will be questioned by George Lewin, Army Pictorial Center, Long Island City, N.Y., in his paper titled "The Effect of Developing Time Upon Distortion in Variable-Area Recording." Lewin will contend that there is need for study of the effect of changes in the developer upon cross-modulation.

'Windjammer' a Subject

The laboratory procedures in processing the negative, timing, color balancing, printing and vignetting Cinemiracle release prints for the production of "Windjammer" will be discussed by Paul A. Kaufman, Du-Art Film Laboratories, Inc., and Coleman T. Conroy, Jr., National Theatres. Then Kaufman, with Ferdinand India and Robert M. Smith, also of Du-Art, will describe a technique which has been developed whereby contrast reduction is effected with release positive stock under normal developing conditions, from negatives of normal or excessive contrast.

To round out the session, Hans-Christophe Wohlrab, Bell & Howell Co., will deliver two papers, one concerning an automatic shutter control for the D & J printer and the other on the Bell & Howell additive color printer.

Business Meet After Luncheon

Luncheon is scheduled for 12:15 tomorrow and the annual business meeting will follow at 1:45.

In the afternoon there will be a symposium on 16mm color internegative/positive process of release printing. Three 16mm motion picture laboratories in the Midwest using the system will describe the various methods used in their respective laboratories to obtain satisfactory prints. Each laboratory will also describe special printing equipment that was designed and built by it for its exclusive use to meet the requirements of this system.

Colburn Chairman

Serving as chairman for the symposium will be Robert A. Colburn of the Geo. W. Colburn Laboratory, Inc., Chicago. In addition to making the opening remarks, Colburn will talk on the preparation of originals for 16mm internegative/positive printing. Following this, John R. Stillings, Lakeside Laboratory, Gary, Ind. and William D. Hedden, The Calvin Co., Kansas City, Mo., will describe the processing controls currently in use at their respective organizations.

The second half of the symposium will be devoted to the actual equipment in use for the processing of the film. Geo. W. Colburn will describe two new 16mm printers designed especially for the film. One printer handles the internegative, the other the positive. Then, R. Paul Ireland of the EDL Co., Gary, Ind., and Lloyd Thompson and Kenneth B. Curtis, The Calvin Co. will describe the printers in use at their labs. A panel discussion will follow the concluding speaker.

An evening session has been scheduled to start tomorrow night at 7:30 on documentary and educational film production.

'Odd-Ball' Camera an Item

Initial speaker on the agenda is William Witherell, Jr., Video Films, Detroit, who will discuss some of the more unusual methods of using "odd-ball" cameras for documentary and educational film production, the producer of this type of film finding that the conventional equipment is too inflexible for him.

Following this, Alfred Jenkins of the Photoguard Corp., New York, will demonstrate how a camera, developed by his organization, was instrumental in solving a bank robbery last year. Jenkins will show a film of the actual crime and explain the problems in manufacturing this camera and making it 100 per cent reliable.

A visitor from Central Africa, Geoffrey T. C. Mangin, Central African Film Unit, Salisbury, S. Rhodesia, will describe film production in that region. The problems in producing various types of films under semi-primitive conditions will be explored.

In another direction, Mrs. Gilbert Stenholm, Unusual Films, Bob Jones University, Greenville, S. C., will describe the work of the unit which produces and distributes in 16mm feature length dramatic motion pictures, providing experience in all the phases of film making for students at the university.

Convention-Filming on Agenda

The problems confronting those wishing to film conventions assemblies, trade shows and other special events are formidable ones. Henry Ushijima, John Colburn Associates, Inc., Wilmette, Ill., will discuss these problems and offer some pertinent suggestions.

SMPTE CONVENTION EXHIBIT

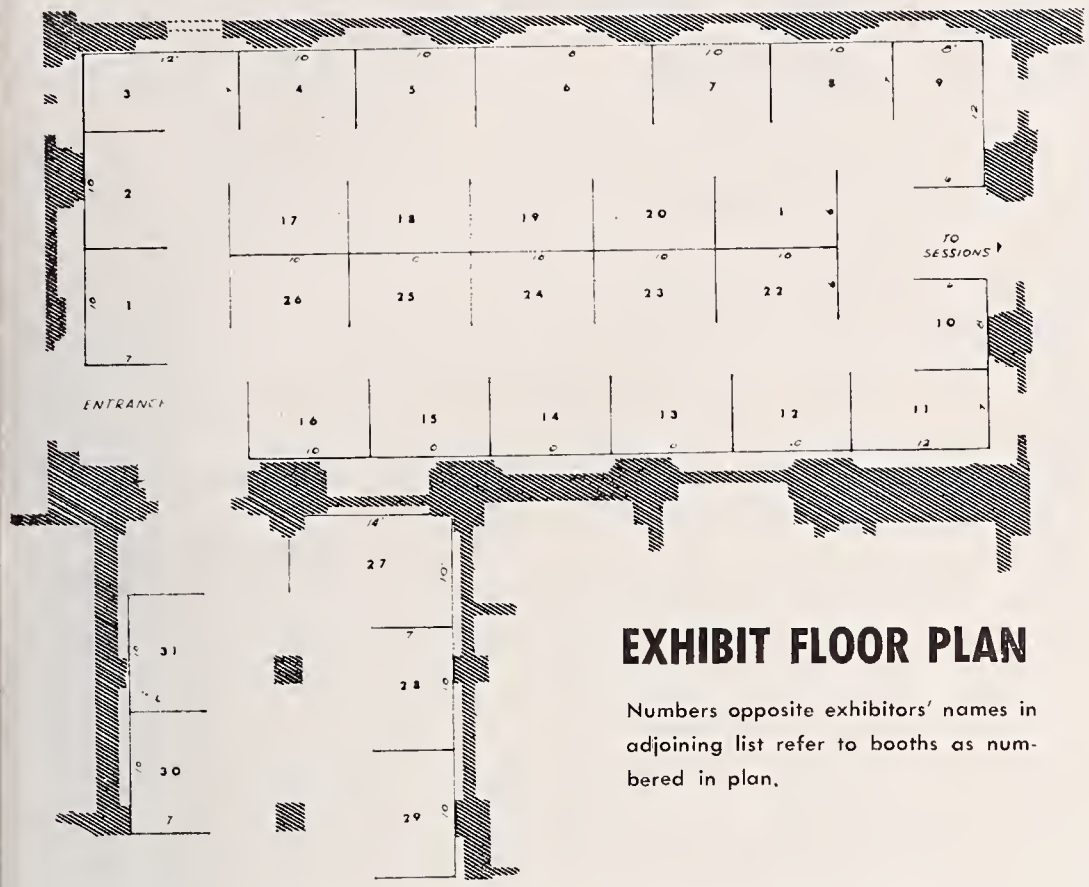

EXHIBIT FLOOR PLAN

Numbers opposite exhibitors' names in adjoining list refer to booths as numbered in plan.

EXHIBITING COMPANIES

The Animation Equipment Corp., New Rochelle ... 23
Bell & Howell Co., Chicago ... 26
Camera Equipment Co., New York ... 24
Canadian Applied Research Ltd., Toronto, Ont. ... 14
Andre Debrie Mfg. Corp., College Point, L. I. ... 4, 5
Electronic Systems of Illinois, Inc., Chicago ... 12
Florman & Babb, Inc., New York ... 10
Harwald, Inc., Evanston, Ill. ... 2
Karl Heitz, Inc., New York ... 21
Hi-Speed Equipment Co., Waltham, Mass. ... 6
Hollywood Film Co., Hollywood ... 19
Kling Photo Corp., New York ... 15
Lipsner-Smith Corp., Falls Church, Va. ... 3
Macbeth Instrument Corp., Newburgh, N. Y. ... 22
Motion Picture Printing Equipment Co., Skokie, Ill. 7
Neumade Products Corp., New York ... 16
Precision Laboratories, Brooklyn ... 1
Reevesound, Inc., Long Island City, N. Y. ... 13
Ro-Nan, Inc., Van Nuys, Calif. ... 17, 18
S.O.S. Cinema Supply Corp., New York ... 9
Unicorn Engineering Co., Hollywood ... 20
Westrex Corp., New York ... 27
Wollensak Optical Co., Rochester, N. Y. ... 8

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REPRINTED FROM SEPT. 26, 1958 MOTION PICTURE DAILY

One Man's TViews

By Pinky Herman

. . . Len Weiner, prexy of Dee Jay Film Service, now doing a bang-up job of editing motion pictures and telefilms for advertising agencies, sponsors and independent producers, was a former child star in Hollywood. Len was "Freckles," of the "Our Gang" comedy series in the old silents. . . .

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RKO Teleradio

(*Continued from page* 1)

of Regan, Goldfarb, Powell and Quinn, with offices at 1270 Sixth Ave., where RKO Teleradio offices also are located.

Regan, brother-in-law of Thomas F. O'Neil, president of RKO Teleradio, is a director of that company and was its general counsel for several years. Goldfarb was general counsel for MBS for 10 years. Powell was a member of Levine and Powell, which handled tax matters for RKO. Quinn has been picture counsel for RKO Teleradio and was its representative on the Motion Picture Association board for a number of years. The RKO Teleradio and MBS accounts wll continue with the new firm.

'80' Closes in Frisco After 95-Week Run

Special to THE DAILY

SAN FRANCISCO, Oct. 19. — "Around the World in 80 Days" closed here tonight at the Coronet Theatre after a record breaking 95-week run.

Could Have Held, He Says

Arnold Childhouse, treasurer of the United California circuit, said the film could have gone on at the Coronet for probably another 10 weeks, but a previous commitment to start Warners' "The Old Man and the Sea" on Wednesday forced the Todd-AO classic into local limbo.

In the THEATRE EQUIPMENT and Refreshment WORLD . . .

. . . with RAY GALLO

THE 84th semi-annual SMPTE convention opens a five day session in Detroit today at the Sheraton-Cadillac Hotel. It's the first one held in autotown since *Charles S. Stodter* replaced *Boyce Nemec* as executive secretary. Mr. Nemec is now executive vice-president of Reevesound, Inc., in New York City. This convention will again display new studio and television devices for both motion pictures and television. The exhibition program is under the supervision of Kenneth M. Mason of Eastman Kodak's Chicago branch. The program chairman is National Carbon's C. E. Heppberger.

The Coffee Shop made famous by RCA for many years at these conventions is sponsored at this session by Jack A. Frost, Inc., Detroit firm specializing in the rental of lighting equipment.

•

Among the equipments displayed here are a new *Oxberry* standard animation stand, which has complete compound shadow board, under and top lighting and electric zoom. *Frank Zuckers' Camera Equipment Co.* is exhibiting the new *Gaumont-Kalee* sound attachment for the Arriflex camera, and the new *Prestoseal* splicer.

As a new subsidiary of the *Belock Instruments Corp.*, many new devices for TV have been added by the *Andre Debrie Manufacturing Co.* Another subsidiary of a Chicago company is *Electronic Systems*, now part of *Electric Eye Equipment Co.* They display the new *Hurletron* high-speed automatic shutter for motion picture printing.

The Harwald company* has added a fully enclosed high-fidelity 16mm sound projector to their line, which includes film editing machines. The famous *Zoomar* lenses and other optical devices are being displayed by *Karl Heitz, Inc. Hi-Speed Equipment Co.* exhibits a new spray type developing machine for professional black-and-white film. A new ultrasonic film cleaning machine will be exhibited at the *Lipsner-Smith* booth. It has a rapid drying device too. At the *Macbeth Instrument Corp.* booth a brand new *Quantalog* photomultiplier and several electronic meters are being exhibited for the first time. The new Peterson optical picture reduction printer will be on display at the booth of the *Motion Picture Printing Equipment Company.

Again this year the *S.O.S. Cinema Supply Corp.* has a lot of new equipment on display. The *Vidoscope* photographic lens and studio *Quik-Splicer* have been added to the S.O.S. line. *Westrex* is exhibiting reproducers and recorders for studios and for laboratory re-recording.

•

An SMPTE convention will be held in Miami Beach, Fla., for the first time with the 1959 spring meeting. An equipment exhibit will be included.

UAA-AAP Deal

(*Continued from page* 1)

the pictures to television stations throughout the world. This entire operation will now be under the supervision of United Artists Corp., under an agreement between U.A.A. and U.A.

At the closing of the U.A.A.-A.A.P. deal, funds were turned over to the depository banks for the payment to A.A.P. stockholders of $11 plus per cent from July 1, 1958, for each share they held, and pro rata amounts for A.A.P. debentures and stock option warrants. This involved a payment to security-holders of more than $23,000,000, which in addition to assumption of liabilities and prior payments made in connection with the acquisition, brought the total involved in the deal to an amount substantially in excess of $30,000,000.

3 Regional Bows

(*Continued from page* 1)

charity openings of the WarnerColor film will take place Thursday at the Coronet Theatre in San Francisco and Friday at the Astor Theatre in Boston and the River Oaks in Houston. All engagements will be on a reserved seat basis.

Leland Hayward, producer of the Warner Bros. release, and Meyer Hutner, national publicity manager of Warner Bros., will attend the Boston premiere, sponsored by the city's United Fund. John Sturges, director of the film, will be present at the San Francisco opening.

'New Spirit'

(*Continued from page* 1)

back." He welcomed George Weltner, Paramount Pictures vice-president in charge of world sales, as "the harbinger" of that new spirit.

One of the leading exhibitors of the Far East, Loke spoke at the big Paramount luncheon-meeting at the Cathay Hotel, following Weltner's presentation of his company's "faith-in-the-future" program to an audience composed of all the theatremen of Malaya.

Weltner left here today for Bombay where he will make his presentation tomorrow before the exhibitors and the press of India.

Close S-W Theatre

PITTSBURGH, Oct. 19. — The Rowland Theatre, last of three houses which once flourished in nearby Wilkinsburg, has been closed by the Stanley Warner Corp.

Television Today

IN OUR VIEW

THE other day, in a small screening room at CBS Television Stations sales headquarters on Madison Avenue we had the good fortune to look at a one-hour editorial project presented over the air last month by KNXT, Channel 2, the CBS station in Los Angeles. To say that the program was provocative, expertly produced, interesting in the extreme and withal a credit to the industry of television is to go only half way into the matter.

For this one-hour program may well be described as a pioneering effort of the first water, since it employed the technical facility of television, the medium of electronic journalism, if you will, in a basically journalistic fashion for the first time in our experience in just that way. It utilized, in a word, all the opportunity inherent in the medium to present an editorial viewpoint with maximum effect. As a matter of fact, so well was it done that the presentation hits with shattering impact.

•

The hour documentary study is titled "Thou Shalt Not Kill?" and it offers the case for and against capital punishment in the state of California. It is understood that there was some adverse criticism of the program to the effect that it was not sufficiently objective, in that it leaned to the side of opposition to gas chamber execution. This, to our way of thinking, was invalid criticism. The program, without fear, favor or pretense, was avowedly an editorial presentation of the viewpoint of the station, and since the KNXT view was clearly in opposition, it was well within its province in "slanting" the presentation to make its point from start to finish. Indeed, it might well be said in its favor that there was a deal of objectivity in the presentation, since time and again the other side of the proposition was stated, and documented.

•

The assumption of a distinct editorial position on a controversial issue by a television station required, in the first instance, a deal of moral courage. But that the decision to do so was well taken is borne out by the fact that following the program the station received an enormous number of calls, telegrams and letters, all complimenting the station on having taken a stand, regardless, apparently, of the side of the issue which was espoused by the station.

A word here for the superlative job done on the program by Bill Stout, the station's top newscaster, whose forceful yet controlled presentation went far indeed to maintain an air of calm and dispassionate objectivity in the exposition. Deserving of praise also are Irwin Rosten, credited with the research and writing; William Whitley, KNXT and CBS Pacific net director of public affairs, the producer, and all others who had a part in the technical production of the program.

It is only in the closing minutes of the program that Mr. Stout, after a proponent of capital punishment voiced his reasons, summed up the viewpoint of the station. Throughout the documentation, which included interviews with prison and law enforcement officials, legislators, the man and woman in the street and even prisoners, in and out of the death house, and a rather grisly delineation of the procedure immediately preceding a gas chamber execution, the case is presented rationally but forcefully.

Here, as never before, is demonstrated clearly the enormous power of the television medium to sway the mind and the heart. It is a sobering thought, and one which should guide television authority in the utilization of that power.

—Charles S. Aaronson

U.N. TV Show

(*Continued from page 1*)

hour programs. Its coast to coast premiere, on a city by city basis, is scheduled for United Nations Day which is to be observed throughout the world on Oct. 24.

The series is designed to give the American viewing audience "an understanding in depth" of the role which the United Nations has assumed in world affairs. While avoiding all "live" news "because networks and stations are doing an excellent job in this area," the program nevertheless aims to supply a graphic, interpretative background for current developments.

Aided by Lodge

The entire project is an outgrowth of concern by an initial group of television executives over what they termed "a critical lack of understanding of world affairs and, therefore, interest in what the UN is doing." They agreed to underwrite a joint program production venture, obtained encouragement and support from U.S. Ambassador Henry Cabot Lodge, along with the cooperation of the UN's Radio and Visual Services Division.

Since the program series is strictly a non-profit one, stations are being charged nominal rates for broadcast privileges. More than 60 stations have signed for the series to date through an initial mail solicitation.

The sponsoring organization has adopted as its name the United States Broadcasters Committee for the United Nations, with headquarters in New York.

REVIEW:

Party Girl

Euterpe—MGM—CinemaScope

ROBERT TAYLOR AND Cyd Charisse make a fine romantic combination, with Lee J. Cobb and his prohibition era Chicago marksmen supplying enough menace to keep the audience in a state of extreme tension. Taylor is a man of considerable distinction in the eyes of the underworld characters because of his ability to sway juries and keep his clients out of the electric chair. When not in court or advising his clients to leave town he relaxes in a smartly entravagant night club where the music is excellent and where Miss Charisse is a dancer in the chorus until Taylor's sudden interest causes Cobb to advance her to star soloist.

Her performance provides some pleasant interludes, but she is no "party girl" in the accepted sense of the designation. Taylor's interest and her disdain of his legal talents cause him to try to break way from his associates and go abroad for treatment for a crippled leg.

By the time he returns, enough of the gangsters have gotten in trouble to make his legal talents indispensable, but he can't quit. The machine-gun stage of gang life comes to the surface. Cobb threatens to throw acid at Miss Charisse. There is no actual shooting visible to the audience, but windows crash and gangsters fall.

For Taylor the picture is a return to the earlier well-dressed roles done with restraint and poise that made him one of the screen's great drawing cards. The role of Miss Charisse is a departure inasmuch as dancing becomes secondary to the dramatic requirements of rapidly-moving situations in which tragedy lurks in the background. She does a very convincing job.

Cobb, as leader of the prohibition racketeers, is impressive. All seven of the gangsters—John Ireland, Kent Smith, Corey Allen, Lewis Charles, David Opatoshu, Kem Dibbs and Patrick McVey—are seasoned performers.

Contrasting with this grim group, there are at least 25 show girls in the night club scenes and at apartment parties to satisfy the seekers of glamour. There also is a musical theme based on a number written by Nicholas Brodszky and Sammy Kahn which runs through the picture.

Joe Pasternak, who is adept at extracting the entertainment values from both the gunmen and girlie scenes, makes the whole production impressively real, with Nicholas Ray as the director. George Wells did the screenplay from a story by Leo Katcher. Younger adult audiences probably will give it high-powered word-of-mouth advertising as a thriller. Running time, 99 minutes. Adult classification. Release, in November.

JAMES M. JERAULD

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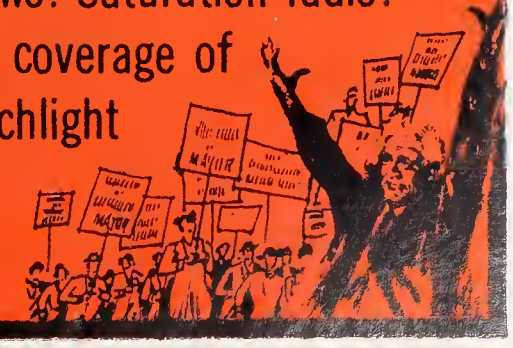

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When color is the problem, there are many answers. For example, for 16mm release there are 9 ways *out*, each with its own technical pros and cons, each with differing costs. To select the most advantageous solution requires broad experience. To supply basic know-how to the industry is the function of the Eastman Technical Service for Motion Picture Film. Offices at strategic centers. Inquiries invited.

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East Coast Division
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130 East Randolph Drive
Chicago 1, Ill.

West Coast Division
6706 Santa Monica Blvd.
Hollywood, Calif.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 84, NO. 78 NEW YORK, U.S.A., TUESDAY, OCTOBER 21, 1958 TEN CENTS

EDITORIAL

20th-Fox Assurance

By Sherwin Kane

EVERY exhibitor who studies the 20th Century-Fox announcement, elsewhere in this issue, of new product scheduled for release in the remainder of 1958 and the first part of 1959 must find it comfortably reassuring.

To assay this program and realize the tremendous investment which Spyros P. Skouras is pouring into new product for the theatre screens of America and the world at a time when financial pundits are hungrily eyeing the assets of several major companies, the while proclaiming their liquidation values to be far more attractive than the prospective operating returns, surely should give the serious-minded showman reason for thanksgiving.

The Skouras policy is forward-looking; dedicated to helping to sustain the motion picture theatre in its period of trial and to devising a better and more prosperous future for it.

Whether or not that policy succeeds, depends to a large degree on what the exhibitor does with the product—and for it—when it reaches his theatre. Vigorous promotion, resourceful merchandising and presentation of the show under the best possible conditions are absolutely vital to the continuity of the Skouras policy.

•

Outstanding in the highly diversified program are such popular-appeal attractions as Jerry Wald's "Mardi Gras," with Pat Boone, Bing's young son Gary Grosby, and many other distinctive and talented newcomers; "In Love and War," another Wald production introducing more new talent of the type so sorely needed by the industry today; the fine family comedy, "Rally Round the Flag, Boys!" the hit potentialities of which already are exciting showmen's enthusiastic comments; Darryl Zanuck's African blockbuster, "The Roots of Heaven"; the colorful and romantic adventure film, "The Inn of the Sixth Happiness"; the widely acclaimed drama, "The Diary of Anne Frank," and many others of widest audience appeal which can richly reward the showman who knows, and works at, his business.

This product announcement is proof positive that 20th Century-Fox has faith in the motion picture theatre.

The rest is up to the exhibitor.

Radio Phase of B-B Drive Assured By Action of TOA Board of Directors

Special to THE DAILY

MIAMI BEACH, Oct. 20. — Exhibition has given the green light for the radio phase of the business building campaign. The announcement was made by Ernest G. Stellings and George G. Kerasotes, retiring and new president, respectively, that the organization's board of directors voted today to guarantee any deficit between the present amount collected and $165,000.

The TOA pledge is limited to $5,000 but this sum covers the entire amount still due from exhibition for the radio part of the business drive. Stellings said that with the favorable action taken at the recent Allied convention concerning the radio campaign, it is expected that some money

(*Continued on page 3*)

Circuit Court Upholds Schine Contempt Ruling

The Federal Circuit Court of Appeals yesterday upheld the contempt of court conviction of various officers and directors of Schine Chain Theatres of Gloversville, N. Y., in connection with the circuit's failure to meet the July, 1953, divorcement deadline for a number of its theatres as required by the consent decree which it entered into with the government in 1949.

'Continuous Scheme' Seen

Presiding Justice Charles E. Clarke, with Justices Leonard Moore and John C. Pickett concurring, held in an opinion that the record of the Schine trial "shows no isolated instances of violations, but rather a continuous scheme to thwart the court's decrees." They asserted that some inquiries

(*Continued on page 16*)

TOA Board Favors Buy Of Post-'48 Features

Special to THE DAILY

MIAMI BEACH, Oct. 20. — In a principal action of the day-long pre-convention meeting today of Theatre Owners of America, the board approved in principle the plan to buy post '48 features. A committee com-

(*Continued on page 3*)

'U' Sets Four-Month Promotional Plans

Universal Pictures will release "Imitation of Life" for Easter and has scheduled "Never Steal Anything Small" for pre-release at Washington's Birthday, it was announced here yesterday by Henry H. Martin, general sales manager, following a series of meetings of sales and promotional ex-

(*Continued on page 4*)

Cultural 'Offensive' In Films Is Urged

By FLOYD STONE

This country, by not participating in the United Nations international children's film program, and by its merely adequate showing at the international conference on such programs, in Brussels in mid-September, is damaging its public relations, and allow-

(*Continued on page 16*)

TOA Calls on Samuel Goldwyn to Deny He Contemplates Backlog-Sale to TV

Special to THE DAILY

MIAMI BEACH, Oct. 20.—Samuel Goldwyn has been asked by Theatre Owners of America "to deny reports that he is planning to sell his backlog of theatrical films to television."

The TOA request was in the form of a letter to Goldwyn from Ernest G. Stellings, retiring TOA president, who wrote, "I am also certain you must realize that were your backlog of quality films to be released to television at this time, it would create competition that could only hurt the revenue you anticipate from the forthcoming release of "Porgy and Bess."

The letter ends with request that Goldwyn say before the TOA convention adjourns that he has no intention of selling his film backlog.

Board Announces

Kerasotes Is Elected New Head of TOA

Pickus, Stellings, Pinanski In Other Top Positions

By MARTIN QUIGLEY, JR.

MIAMI BEACH, Oct. 20.—George Kerasotes was elected president of the Theatre Owners of America by the board of directors of that organization meeting here today in advance of the opening of the annual convention and trade show tomorrow.

George Kerasotes

The board also named Deborah Kerr "Star of the Year." Miss Kerr will come here later in the week to receive the

(*Continued on page 3*)

Compo Again to Aid in Promoting 'Oscar' Show

Compo will again cooperate, as it did last year, in promoting a bigger audience for the annual Academy Award telecast next April 6, it was announced yesterday by Robert W.

(*Continued on page 2*)

'58 Milestone Award Will Go to Goldwyn

From THE DAILY Bureau

HOLLYWOOD, Oct. 20. — Samuel Goldwyn has been voted the Screen Producers Guild Milestone Award for his "historic contribution to the Amer-

(*Continued on page 16*)

Television Today Page 16

PERSONAL MENTION

SEYMOUR R. MAYER, Loew's International regional director for the Far East and Latin America, left New York yesterday on a trip that will take him to all company offices between Tokyo and Cairo.

•

EDWARD E. SULLIVAN, 20th Century-Fox director of publicity, has left here for a week's vacation at Boca Raton, Fla.

•

LEOPOLD FRIEDMAN, Loew's Theatres' president, and EUGENE PICKER, executive vice-president, left here for Miami yesterday.

•

DAVID LIPTON, Universal Pictures vice-president, will leave here for Miami tomorrow, returning to the West Coast from there.

•

CARD WALKER, Walt Disney Production vice-president in charge of advertising and sales, will arrive in New York today from Hollywood.

•

B. G. KRANZE, Stanley Warner Cinerama Corp. vice-president, has returned to New York from Europe.

•

BERNARD M. KAMBER, head of Hecht - Hill - Lancaster's advertising-publicity department, left New York yesterday for the Coast.

•

CHARLES LEVY, Buena Vista advertising-publicity director, will return to New York today from Philadelphia and Pittsburgh.

•

CALVIN C. LEEDER, supervisor of branch operations for Rank Film Distributors of America, has returned to New York from Atlanta.

•

MICHAEL TODD, Jr., and NED H. MANN, production supervisor of the Michael Todd Co., have left here for London.

•

FRANKIE VAUGHAN, British singer, has returned to London from New York via B.O.A.C.

•

ARTHUR CANTON, head of the New York office of Blowitz-Maskel, returned to New York yesterday from Chicago.

•

KEITH GOLDSMITH, Allied Artists International home office executive, has left New York for Europe.

•

JACK H. LEVIN, president of Certified Reports, is in Miami from New York.

Dr. Simmons Elected President of SMPTE

Dr. Norwood L. Simmons, West coast division, motion picture film department, Eastman Kodak Co., has been elected president of the Society of Motion Picture and Television Engineers for the next two years, it was announced here. Dr. Simmons, who has held such posts in the Society as governor, editorial vice-president and executive vice-president, succeeds Barton Kreuzer, who will serve in the capacity of past president.

Succeeded by Servies

Succeeding Dr. Simmons as executive vice-president is John W. Servies, vice-president of National Theatre Supply Co. Re-elected for a second two-year term as editorial vice-president is Glenn Matthews, also of Eastman Kodak.

Taking over the duties of convention vice-president is Reid H. Ray, president, Reid H. Ray Film Industries, St. Paul, Minn. He succeeds G. Carleton Hunt, General Film Labs, Hollywood.

Wilton R. Holm, E. I. duPont de Nemours, Photo Products Div., Parlin, N. J., will continue in the capacity of secretary, a post he has held for the Society since 1955.

Six New Board Members

Newly elected members of the board of governors due to take office for two-year terms are: Gerald G. Graham, Robert C. Reineck, Kenneth M. Mason, James L. Wassell, Ub Iwerks and Theodore B. Grenier.

Raises Admission 5c

HARTFORD, Oct. 20. — Attorney Samuel I. Safenovitz, owner and operator of the Yale Theatre, Norwich, Conn., subsequent-run, has increased both matinee and evening admission prices five cents, attributing the move to additional costs of operation.

At the same time, he is advertising discount books, containing 10 adult books, worth $4 and good for any admission, for $2.50. House policy of admitting children under 14 accompanied by parents after 6 P.M., seven nights a week, is being continued.

New Zide Company

DETROIT, Oct. 20.—Jack Zide has announced the formation of a new Detroit distributing organization, Specialty Pictures Corporation. The new firm will devote itself to "art" and "exploitation" releases.

Renovation at Charlotte

CHARLOTTE, Oct. 20. — The Manor Theatre here is completely renovating its 600 seats, the work being done at night following closing of the house.

Compo to Aid

(*Continued from page 1*)

Coyne, Compo special counsel. The council's participation in the promotion has been approved by the Compo executive committee, he said.

Requested by Simonelli

Request for Compo's cooperation was made by Charles Simonelli, chairman of the MPAA advertising and publicity directors committee, and was immediately relayed to the members of the Compo executive committee. Sid Blumenstock, recently appointed by the MPAA committee as coordinator of the Academy telecast promotion activities, will work in cooperation with Charles E. McCarthy, Compo information director, who directed Compo's activities in promoting last year's Academy telecast in cooperation with Oscar A. Doob and Maurice Bergman, acting for the MPAA.

McCarthy and Blumenstock started their promotion planning yesterday at a meeting in the Compo office.

Record Set Last Year

Neilson and Trendex figures issued after last year's telecast showed that nearly 75,000,000 people viewed the Academy Awards show, a record for all broadcasts for the year preceding. Jerome Pickman of Paramount Pictures and Roger H. Lewis of United Artists, who comprise the sub-committee of the MPAA advertising and publicity directors committee that has charge of the industry's promotion of the event, have expressed the belief that the show's audience this year will be larger than last year's audience by several millions.

Juan Bueno President Of Clasa-Mohme, Inc.

From THE DAILY Bureau

HOLLYWOOD, Oct. 20.—Clasa-Mohme, Inc., national distributor of Spanish-language pictures produced in Mexico, has announced appointment of Juan Bueno as its president and general manager. Bueno will maintain his headquarters at the principal offices of the company in Los Angeles.

Bueno predicted that in addition to maintaining its place in the field of Spanish-language pictures throughout the world, the Mexican industry would accelerate its entrance into the international market during the coming year.

Take Over Erlanger

DETROIT, Oct. 20.—A local exhibition family has leased the Erlanger Theatre in Chicago for a ten-year period. They are David Nederland, and his son James and Joseph, who have two theatres here.

TENT TALK

Variety Club News

NEW ORLEANS—Variety Club, Tent No. 45, has scheduled for Nov. 10 its annual general membership meeting and election of new board of directors and officers. The nominating committee, consisting of Page M. Baker, chairman, William Holliday, Carl Mabry, William Murphy and George Nungesser, is now drawing up a slate of nominees.

The organization also has slated, in connection with its monthly Midnight Supper Club on Nov. 25, a pre-Hallowe'en costume party, with music furnished by Phil Zito and orchestra.

△

DETROIT—Installation of new officers of the Barkerettes (Variety Women's Auxiliary) took place at the clubrooms last week. Officers are: Mrs. Louis Marks, president; Mrs. Robert Bothwell, vice-president; Mrs. William Clark, recording secretary; Mrs. Arthur Herzog, corresponding secretary; Mrs. Louis J. Mitchell, treasurer, and Mrs. Carl Buermele, sergeant-at-arms. At the meeting three members at large were elected to the board of directors.

△

CLEVELAND—Mrs. Marie Livingston, wife of Jules Livingston, local 20th-Fox sales manager, was installed as president of the Variety Club Auxiliary at a membership luncheon held at Stouffer's Shaker Square Restaurant. She succeeds Mrs. Faye Weiss, who held the post for two terms. Other newly elected officers are: vice-president, Mrs. Annette (Irwin) Shenker; treasurer, Mrs. Frances (Leonard) Greenberger; corresponding secretary, Mrs. Eleanor (Jerry) Lipow, and recording secretary, Mrs. Mel Weitz.

NEW YORK THEATRES

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MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone. Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasury; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

Geo. Kerasotes

(*Continued from page* 1)

award at the President's Banquet Saturday night.

Serving with Kerasotes will be Albert Pickus, chairman of the executive committee; Ernest G. Stellings who retires as president, chairman of the board of directors; and Samuel Pinanski, honorary chairman of the board.

Assistant presidents are Roy Cooper, Nathan Greer, Philip Harling, R. M. Kennedy, Henry G. Plitt, J. J. Rosenfield and John B. Schuyler. Robert R. Livingston will be secretary, S. H. Fabian, treasurer, Mitchell Wolfson, chairman of the finance committee, and Herman Levy remains as general counsel.

Alterman Named

Joseph Alterman, former executive secretary has been named administrative secretary; George Roscoe, former field representative, was named director of exhibitor relations, and Albert Florsheimer remains as director of public relations.

The new TOA president is a native of Springfield, Ill., and the son of Gus Kerasotes, pioneer exhibitor who started with a nickelodeon, the Royal, in Springfield in 1909. Active in the motion picture business since he was old enough to work around the theatres, George Kerosotes assumed management of the family theatre interests in 1933 upon graduation from the University of Illinois. At that time, his father and uncle operated the Strand and Savoy Theatres.

Has 26 Theatres

George Kerasotes embarked upon a program of expansion, acquisition and construction of additional theatres and by 1958 had run the circuit of theatres up to 17 conventional houses, eight drive-ins in Illinois and one in Missouri. Only last week, he acquired the Alger Circuit of nine theatres in Illinois for a current total of 35.

A leader in the social, church, and civic affairs of his community, Kerasotes is a director and social chairman of the Oakcrest Country Club, active in the YMCA, director of the Home Savings and Loan Association, and has been the driving force in the establishment of the new St. Anthony's Hellenic Orthodox Church in Springfield.

A Founder of Illinois UTO

His leadership in industry affairs is evidenced by being ones of the organizers of the United Theatre Owners of Illinois in 1947. He has been its vice-president, president, and chairman of the board. His activity in TOA began in 1948 at the first Chicago convention. In national TOA exhibitor affairs he has been director from Illinois; vice-president; assistant to the president; and chairman of the executive committee. In 1957 and 1958 he was appointed by Eric Johnston as one of the six exhibitor members of the Production Code Review Board.

Kerasotes headed numerous committees for the various drives of the motion picture business, usually representing the Illinois exhibitors outside of the Chicago area. He resides at East Hazel Dell on Lake Springfield, Ill., with his wife, Marjorie and their two sons, Michael 8, and Robert 6. He is associated in the Kerasotes Theatre operations with his brothers, Nicholas, Louis, and John; his father, Gus; uncle, Louis; and cousins, Steve and George L.

Aides to the New President of TOA

Albert Pickus

Ernest Stellings

Samuel Pinanski

Hearing on Fabian Theatre Postponed

Special to THE DAILY

ALBANY, N. Y., Oct. 20.—A hearing has been postponed on the application of Port Jervis Theatre Corporation, a Fabian subsidiary, to the New York State Board of Standards and Appeals, for a variation from a local order directing structural changes at the Strand in Port Jervis. The hearing was scheduled for Oct. 22 at 270 Broadway in New York City.

Harling Out of Town

The request by Judith Litwer, secretary for Philip F. Harling, attorney for Fabian Theatre Corporation and representative of appellant in the case, for adjournment was granted because Harling will be out of town until Oct. 28. Chairman William S. Maxwell, of the Board of Standards and Appeals, said, "This is the second adjournment and the board will not look favorably upon another adjournment." Miss Litwer asked a delay until after Nov. 1.

Heller Earnings At $2,646,569 in 9-Mos.

Special to THE DAILY

CHICAGO, Oct. 20. — Walter E. Heller & Company and subsidiaries earned $2,646,569 after provision for income taxes for the nine months ended Sept. 30, 1958, compared with $2,207,082 for the corresponding three quarters the year before, Walter E. Heller, president of the financing organization, reported today.

Per-Share Earnings Rise

These latest earnings, after preferred dividend requirements of $240,692, were equal to $1.68 a share, on 1,432,432 shares of common stock outstanding. This compares with per-share earnings of $1.54 a share for the corresponding three quarters the year before, based on 1,276,846 shares and after preferred dividend requirements of $243,296.

Eastman Reports Third Quarter Sales Advance

Special to THE DAILY

ROCHESTER, N. Y., Oct. 20.—The Eastman Kodak Company reported today that, in the third quarter, total sales of the company continued slightly ahead of last year's sales, and quarterly earnings moved above the 1957 level for the first time this year. Both sales and earnings were the best the company has had for a third quarter, according to the report made by Thomas J, Hargrave, chairman, and Albert K. Chapman, president.

Sales $197,385,339

Consolidated sales of the company's United States units for the third quarter (12 weeks ended Sept. 7) were $197,385,339, about 2 per cent more than the $193,494,157 for the 1957 third quarter. Net earnings for the third quarter were $26,299,098, up about 3 per cent from the $25,434,611 for the corresponding quarter last year. Third quarter net earnings equalled $1.37 per common share this year and $1.32 a share last year.

Company sales for the first three quarters (36 weeks ended Sept. 7) amounted to $551,006,974, about 2 per cent above the $541,471,866 for the same interval in 1957. Net earnings after taxes for the three quarters were $63,629,367, about 3 per cent lower than the 1957 three-quarter total of $65,655,957. Net earnings for the three quarters were equal to $3.30 per common share, compared with $3.40 a year ago. They were 11.5 per cent of sales this year against 12.1 per cent last year.

Pre-Tax Earnings Off

Pre-tax earnings were $133,129,367, about 4 per cent less than the $139,255,957 for the first three quarters of 1957. Provision for income taxes amounted to $69,500,000. A year ago, $73,600,000 was provided for this purpose.

Special for Students

PHILADELPHIA, Oct. 20. — The Bryn Mawr and the Narbeth, A. M. Ellis theatres in the suburban areas, are distributing special courtesy cards to students providing a one-third saving on regular admission charges at both theatres. The cards, being distributed through both the schools and colleges, are acceptable for reduced prices for any shows throughout the current school year.

Next National Convention Of TOA to Be in Chicago

Special to THE DAILY

MIAMI BEACH, Oct. 20. — The next Theatre Owners of America national convention will be held at the Conrad Hilton Hotel in Chicago in October or November, 1959, it was voted today by the board of directors.

Radio Phase

(*Continued from page* 1)

will now be contributed by Allied members. However, the TOA pledge makes the full sum needed for the radio promotion available.

TOA, Kerasotes said, wants the drive to go into effect right away. The specific dates must be set by the executive committee and the working committee of the business building campaign.

No difficulty is anticipated with distributors about getting the "go ahead" with the radio drive, Stellings commented. He hopes that the campaign will be actually in progress by Christmas time.

TOA Board for Buy

(*Continued from page* 1)

posed of the following was appointed to study the plan further: Mitchell Wolfson, George Kerasotes, Sam Pinanski, Si Fabian and Ernest Stellings.

The plan contemplates a non-profit trust to acquire features.

Films would be turned back to their respective companies for re-release to theatres. Some of the pictures might be made available to television; those of strong potential competition to theatres would not.

According to Stellings the plan has a number of advantages for the producer-distributor: it would keep old pictures out of competition with a company's new product; it would simplify the problem of negotiating with the guilds; it would help a distributor maintain his sales organization by handling the re-releases and it would permit the producer-distributor to obtain funds on a capital gains tax basis instead of as ordinary income.

Details of the plan would be cleared in advance with the Department of Justice, TOA officials said. However, no difficulty is contemplated because the plan involves a non-profit trust arrangement.

Kenton Theatre Sold

CLEVELAND, Oct. 20. — With the acquisition of the Kenton Theatre, Kenton, O., from the Kenton Amusement Co., effective Nov. 1, General Theatres Circuit of this city will have 11 indoor houses, eight in Cleveland, one in Orrville and one in Cadiz.

Early Pa. Openings

PHILADELPHIA, Oct. 20. — Motion picture theatres here have finally been given State permission to open an hour earlier on Sundays. The new starting time for the theatres is 12:45 P.M.

Gordon Hails Speech Of Skouras to Allied

The speech delivered by Spyros Skouras, president of 20th Century-Fox, to the convention of Allied States Association last week, is described as "one of the finest that I have ever heard," by Julius Gordon, former Allied president and head of the Jefferson Amusement Co., Beaumont, Tex. In a letter to Skouras Gordon says the speech "was obviously delivered from the heart and, in light of your prognostications made in 1945, it should be given the most serious consideration."

Gordon makes reference in the letter to Skouras' proposal for a government subsidy, which Gordon says he is convinced "is an absolute necessity." Gordon advocated a similar plan at an Allied convention last year and feels the idea is "sound," he also tells Skouras.

W. M. Sendy Dies; Was N. O. Theatre Owner

Special to THE DAILY

NEW ORLEANS, Oct. 20.—Funeral services were held here today for W. M. "Bill" Sendy, 64, local theatre owner, who died Friday morning at Baptist Hospital, where he had been taken following a stroke. A native of Newark, N. J., Sendy had been here for the past 35 years, most of which time he was engaged in operating theatres in Buras and Kenner, La. He was a charter member of Allied Gulf States Theatre Owners, having served consistently as a member of the board up to the time of his death.

Survivors include his wife, Peggy, who was associated with him in theatre operations, one brother and two sisters.

Reopening of Oriental In Portland, Ore. Seen

Special to THE DAILY

PORTLAND, Ore., Oct. 20.—Portland's downtown area has expanded, and with better bridges and an improved highway system, the east-side is now practically in the downtown area. Indications point to the reopening shortly of Evergreen's Oriental, 2,000-seat theatre, which has been closed for several seasons.

The theatre was built by the veteran showman Walter E. Tebbetts and opened Dec. 31, 1937, finished at a cost of $1,000,000. Included in the equipment is a $50,000 Wurlitzer organ.

P. A. Snider, 77

SEATTLE, Wash., Oct. 20.—Prosper A. Snider, 77, motion picture projectionist in Seattle for the past 50 years, died in Seattle hospital of a heart attack. He helped install Cinerama in the Paramount Theatre and was for many years at Hamrick's Music Hall. He was a member of Local 154, Motion Picture Operators Union.

REVIEW:

Torpedo Run

M-G-M—CinemaScope

AN ACTION-FILLED submarine thriller, which adds several welcome twists to the standard ingredients of such pictures, is provided by producer Edmond Grainger in "Torpedo Run." Numbered among its assets are a tightly organized script, taut direction, some excellent underwater photography in CinemaScope and Metrocolor, and a fine ensemble performance from a cast headed by Glenn Ford and Ernest Borgnine.

The central situation is familiar: the commander of a U.S. submarine in World War II acquires an obsession to track down one enemy ship in particular, in this case the Japanese carrier which led the sea attack on Pearl Harbor, no less. But script writers Richard Sale and William Wister Haines have developed their story along lines that are generally far from pat. And Joseph Pevney has directed for a strong sense of tension and drive.

Before the crew of the American sub finally achieves its aim of sinking the Japanese flattop, there are three battle encounters, each of which is more exciting than the one before. The first comes near the start of the picture and presents the American commander with a dilemma that is personal. The enemy vessel he is after is "screened" or protected by a transport aboard which are U.S. civilian prisoners of war, two of whom are the commander's wife and child. He makes the terrible decision to fire at the objective, anyhow, in hopes of hitting the flattop only. The torpedo misses, and the transport is sunk instead.

THE SECOND encounter comes when the American sub follows its target right into Tokyo Bay. In this sequence the action really sizzles as the U.S. ship must break an underwater net protecting the entrance of the harbor and then make its way through a heavily mined area. Any slip-up along the way would be fatal, and this is communicated to the audience in graphic style. Once again the sub fails in its mission before it escapes to the open sea.

The third encounter is the final one and makes for the most unusual and thrilling episode of all. The sub blows up the Japanese carrier with torpedos but is itself hit when one of the missiles unexpectedly twists around. From the bottom of the ocean, where the wounded sub has drifted, the crew must abandon ship, donning breathing apparatus to make their way to the surface where a ship is standing by to rescue them.

"Torpedo Run" makes only a slight concession to romance with two flashbacks in which Ford, as the submarine commander, reminisces about happy pre-war experiences with his wife, played by Diane Brewster. (Incidentally her fate and that of their child is left up in the air; whether they were rescued from the sinking transport is not revealed.) Borgnine portrays Ford's executive officer and best friend, and members of the crew are enacted by Dean Jones, L. Q. Jones, Fredd Wayne, Don Keefer, and others.

One more point worth mentioning: the corny jokes usually delivered by crew members in submarine pictures are kept to an absolute minimum in "Torpedo Run."

Running time, 98 minutes. General classification. Release, in October.

RICHARD GERTNER

'Defiant Ones' Hailed At Mexican Festival

Special to THE DAILY

MEXICO CITY, Mex., Oct. 20.—An estimated crowd of over 13,000, described as the largest single motion picture audience in Mexican history, attended the opening of the International Film Festival Review Saturday night to see Stanley Kramer's "The Defiant Ones." The festival is being held at the National Auditorium here.

The audience applauded the United Artists release several times during the screening and "thunderously" at the end, it was reported. Dignitaries attending included United States Ambassador Robert Hill, also Hollywood and European film stars.

'Houseboat' Is Strong In First Three Dates

"Houseboat," Paramount's new comedy starring Cary Grant and Sophia Loren, started its national release over the weekend with top grosses in its first three dates. Bettering the two-day weekend records for all three of the situations, "Houseboat" on Saturday and Sunday grossed $8,869 at the Arcadia, Philadelphia; $6,925 at the Ontario, Washington, D.C., and $8,064 at the Saenger, New Orleans.

For its first five days at the Arcadia "Houseboat" racked up $19,880. In the first four days at the Ontario the gross was $10,955, while at the Saenger it was $13,678 for four days.

'U' Promotion

(*Continued from page* 1)

ecutives at the home office at which h presided. The meetings were held t set releasing and promotional plans fo the first four months of the 1958-5 selling season starting next month an projected plans for the company' new co-production program.

Nine new films and four re-release will be placed into release during th first four months of the 1958-195 selling season, Martin announced, an vice-president David A. Lipton outl lined specific promotional plans o these pictures. Titles and dates were published in MOTION PICTURE DAILY Sept. 23.

Daff Participates

Alfred E. Daff, executive vice-pres ident of Universal, also participated in the meetings. F. J. A. McCarthy assistant general sales manager; James J. Jordan, circuit sales manager, and Joseph B. Rosen, regional sales manager, who headquarters in New York were the sales executives participating.

Attending the meeting with Lipton were Charles Simonelli, Eastern advertising and publicity department manager; Philip Gerard, Eastern publicity manager; Jeff Livingston, Eastern advertising manager; Herman Kass, Eastern exploitation manager; and Robert Gillham, vice-president of Cunningham and Walsh, Universal's advertising agency.

Elstree Studio Will Undergo Remodeling

From THE DAILY Bureau

LONDON, Oct. 20. — Following the example set by British Lion and its Shepperton Studio, plans have been finalized by Associated British for the modernization of the famous Elstree Studio.

Stage No. 1 at the Studio will be split to provide extra and more comprehensive production facilities. The two new stages will each provide 7,250 square feet of floor space and will be equipped with the most modern production plant.

ABPC's board states that there are several reasons for the new development. Firstly, producers needing only a large and a medium sized stage can be accommodated without having to occupy two stages. The new stages are also more convenient for TV production, artists' tests, process work and rehearsals.

Hope for January Competition

There are four other stages at Elstree, three of which cover a floor space of approximately 15,000 square feet each and one covering just over 16,000 feet. Present plans call for work to commence on the division of Stage 1 during the present month, with completion in January.

This additional production facility, the Board states, is in line with Associated British's policy of maintaining Elstree as one of the most modern studios in Europe.

BUDDY ADLER *is with 20th for* ***The Inn of The Sixth Happiness*** • **EDDIE ALBERT** *is with 20th for* ***The Roots Of Heaven*** • **EIKO ANDO** *is with 20th for* ***The Barbarian and The Geisha*** • **INGRID BERGMAN** *is with 20th for* ***The Inn of The Sixth Happiness*** • **PAT BOONE** *is with 20th for* ***Mardi Gras*** • **JOHN BRABOURNE** *is with 20th for* ***Harry Black and The Tiger*** • **CHARLES BRACKETT** *is with 20th for* ***The Remarkable Mr. Pennypacker*** • **MARLON BRANDO** *is with 20th for* ***A Streetcar Named Desire*** • **CHRISTINE CARERE** *is with 20th for* ***Mardi Gras*** • **JACK CARSON** *is with 20th for* ***Rally 'Round The Flag, Boys!*** • **FRED CLARK** *is with 20th for* ***Mardi Gras*** • **JAMES B. CLARK** *is with 20th for* ***Sierra Baron*** • ***Villa!*** • **CHARLES COBURN** *is with 20th for* ***The Remarkable Mr. Pennypacker*** • **JOAN COLLINS** *is with 20th for* ***Rally 'Round The Flag, Boys!*** • **GARY CROSBY** *is with 20th for* ***Mardi Gras*** • **BRADFORD DILLMAN** *is with 20th for* ***In Love And War*** • **ROBERT DONAT** *is with 20th for* ***The Inn of The Sixth Happiness*** • **PHILIP DUNNE** *is with 20th for* ***In Love And War*** • **RICHARD EGAN** *is with 20th for* ***These Thousand Hills*** • **TOM EWELL** *is with 20th for* ***A Nice Little Bank That Should Be Robbed*** • **CHARLES K. FELDMAN** *is with 20th for* ***A Streetcar Named Desire*** • **RICHARD FLEISCHER** *is with 20th for* ***These Thousand Hills*** • **ERROL FLYNN** *is with 20th for* ***The Roots Of Heaven*** • **HUGO FREGONESE** *is with 20th for* ***Harry Black and The Tiger*** • **EUGENE FRENKE** *is with 20th for* ***The Barbarian and The Geisha*** • **RITA GAM** *is with 20th for* ***Sierra Baron*** • **EDMUND GOULDING** *is with 20th for* ***Mardi Gras*** • **STEWART GRANGER** *is with 20th for* ***Harry Black and The Tiger*** • **JULIETTE GRECO** *is with 20th for* ***The Roots Of Heaven*** • **TREVOR HOWARD** *is with 20th for* ***The Roots Of Heaven*** • **JEFFREY HUNTER** *is with 20th for* ***In Love And War*** • **JOHN HUSTON** *is with 20th for* ***The Barbarian and The Geisha*** • **RICK JASON** *is with 20th for* ***Sierra Baron*** • **CURT JURGENS** *is with 20th for* ***The Inn of The Sixth Happiness*** • **ELIA KAZAN** *is with 20th for* ***A Streetcar Named Desire*** • **BRIAN KEITH** *is with 20th for* ***Sierra Baron*** • ***Villa!*** • **HOPE LANGE** *is with 20th for* ***In Love And War*** • **VIVIEN LEIGH** *is with 20th for* ***A Streetcar Named Desire*** • **HENRY LEVIN** *is with 20th for* ***A Nice Little Bank That Should Be Robbed*** • ***The Remarkable Mr. Pennypacker*** • **LEO MC CAREY** *is with 20th for* ***Rally 'Round The Flag, Boys!*** • **DOROTHY MC GUIRE** *is with 20th for* ***The Remarkable Mr. Pennypacker*** • **DINA MERRILL** *is with 20th for* ***A Nice Little Bank That Should Be Robbed*** • **DON MURRAY** *is with 20th for* ***These Thousand Hills*** • **ANTHONY MUTO** *is with 20th for* ***A Nice Little Bank That Should Be Robbed*** • **PAUL NEWMAN** *is with 20th for* ***Rally 'Round The Flag, Boys!*** • **SHEREE NORTH** *is with 20th for* ***In Love And War*** • ***Mardi Gras*** • **FRANCE NUYEN** *is with 20th for* ***In Love And War*** • **PATRICIA OWENS** *is with 20th for* ***These Thousand Hills*** • **MILLIE PERKINS** *is with 20th for* ***The Diary Of Anne Frank*** • **LEE REMICK** *is with 20th for* ***These Thousand Hills*** • **MARK ROBSON** *is with 20th for* ***The Inn of The Sixth Happiness*** • **CESAR ROMERO** *is with 20th for* ***Villa!*** • **MICKEY ROONEY** *is with 20th for* ***A Nice Little Bank That Should Be Robbed*** • **BARBARA RUSH** *is with 20th for* ***Harry Black and The Tiger*** • **TOMMY SANDS** *is with 20th for* ***Mardi Gras*** • **JOSEPH SCHILDKRAUT** *is with 20th for* ***The Diary of Anne Frank*** • **PLATO SKOURAS** *is with 20th for* ***Sierra Baron*** • ***Villa!*** • **ANTHONY STEEL** *is with 20th for* ***Harry Black and The Tiger*** • **GEORGE STEVENS** *is with 20th for* ***The Diary of Anne Frank*** • **ROBERT WAGNER** *is with 20th for* ***In Love And War*** • **JERRY WALD** *is with 20th for* ***In Love And War*** • ***Mardi Gras*** • **JOHN WAYNE** *is with 20th for* ***The Barbarian and The Geisha*** • **CLIFTON WEBB** *is with 20th for* ***The Remarkable Mr. Pennypacker*** • **DAVID WEISBART** *is with 20th for* ***These Thousand Hills*** • **ORSON WELLES** *is with 20th for* ***The Roots of Heaven*** • **STUART WHITMAN** *is with 20th for* ***These Thousand Hills*** • **SHELLEY WINTERS** *is with 20th for* ***The Diary of Anne Frank*** • **JOANNE WOODWARD** *is with 20th for* ***Rally 'Round The Flag, Boys!*** • **ED WYNN** *is with 20th for* ***The Diary of Anne Frank*** • **DANA WYNTER** *is with 20th for* ***In Love And War*** • **DARRYL F. ZANUCK** *is with 20th for* ***The Roots Of Heaven.***

was for many years at Hamrick's Music Hall. He was a member of Local 154, Motion Picture Operators Union.

attending included United States Ambassador Robert Hill, also Hollywood and European film stars.

the first four days at the Ontario the gross was $10,955, while at the Saenger it was $13,678 for four days.

sociated British's policy of maintaining Elstree as one of the most modern studios in Europe.

Fold-out Placeholder

This fold-out is being digitized, and
will be inserted at a future date.

for ***The Diary of Anne Frank*** • ***JOANNE WOODWARD*** *is*
with 20th for ***Rally 'Round The Flag, Boys!*** • ***ED WYNN*** *is*
with 20th for ***The Diary of Anne Frank*** • ***DANA WYNTER***
s with 20th for ***In Love And War*** • ***DARRYL F. ZANUCK*** *is*
with 20th for ***The Roots Of Heaven.***

20TH IS WITH IT IN '58-'59

WITH the greatest inventory of properties, stars, producers, directors, writers, technicians, fresh distribution concepts, merchandising ideas!

WITH a continuing policy of box-office performance in the already-established 1958 tradition of PEYTON PLACE, A FAREWELL TO ARMS, THE YOUNG LIONS, THE LONG, HOT SUMMER, THE BRAVADOS, TEN NORTH FREDERICK, A CERTAIN SMILE, THE FLY, THE HUNTERS, THE FIEND WHO WALKED THE WEST and many many more!

WITH supreme dedication to our pledge of service to every segment of exhibition, and to the needs and dictates of showmen everywhere!

WITH devotion to the principle of building new stars today and developing the box-office personalities of the future, with confidence in our ability, with faith in our industry and with profound optimism about its destiny!

AND

WITH MORE PICTURES,
BIGGER PICTURES, BETTER PICTURES...
LIKE THESE WE NOW TAKE PLEASURE
IN ANNOUNCING FOR THE MONTHS AHEAD...

JOHN WAYNE

THE BARBARIAN AND THE GEISHA

with
EIKO ANDO
SAM JAFFE
Directed by
JOHN HUSTON
Produced by EUGENE FRENKE · Screenplay by CHARLES GRAYSON

CINEMASCOPE
COLOR by DE LUXE

JERRY WALD'S
production of

IN LOVE AND WAR

ROBERT WAGNER · OANA WYNTER
JEFFREY HUNTER · HOPE LANGE
BRADFORD DILLMAN · SHEREE NORTH · FRANCE NUYEN

Directed by PHILIP DUNNE
Screenplay by EDWARD ANHALT

CINEMASCOPE
COLOR by DE LUXE

20th IS WITH IT IN '58-59!

PAT BOONE · CHRISTINE CARERE
JERRY WALD'S
production of

MARDI GRAS

co-starring
TOMMY SANDS · SHEREE NORTH
GARY CROSBY · FRED CLARK

Directed by
EDMUND GOULDING
Screenplay by
WINSTON MILLER and HAL KANTER

CINEMASCOPE
COLOR by DE LUXE

a
BUDDY ADLER
production

THE INN OF THE SIXTH HAPPINESS

starring
INGRID BERGMAN · CURT JURGENS
ROBERT DONAT

Directed by MARK ROBSON · Screenplay by ISOBEL LENNART

CINEMASCOPE
COLOR by DE LUXE

GET WITH 20th!

Marlon Brando's Greatest Hit!

A STREETCAR NAMED DESIRE

An ELIA KAZAN production · Produced by CHARLES K. FELDMAN
starring
VIVIEN LEIGH
MARLON BRANDO
with KIM HUNTER · KARL MALDEN

Screenplay by TENNESSEE WILLIAMS · Directed by ELIA KAZAN
Re-released by 20th Century-Fox

STEWART GRANGER
BARBARA RUSH · ANTHONY STEEL
THE ADVENTUROUS LIFE STORY OF

HARRY BLACK and the TIGER

with T. S. JOHAR as Bapu · A JOHN BRABOURNE Production
Directed by HUGO FREGONESE · Screenplay by SYDNEY BOEHM

CINEMASCOPE COLOR by DE LUXE

SIERRA BARON

starring
BRIAN KEITH · RICK JASON · RITA GAM · MALA POWERS · STEVE BRODIE

Produced by PLATO A. SKOURAS · Directed by JAMES B. CLARK · Screenplay by HOUSTON BRANCH

CINEMASCOPE COLOR by DE LUXE

DARRYL F. ZANUCK'S

THE ROOTS OF HEAVEN

Directed by
JOHN HUSTON

starring
ERROL FLYNN · JULIETTE GRECO · TREVOR HOWARD · EDDIE ALBERT and ORSON WELLES

Screenplay by ROMAIN GARY and PATRICK LEIGH FERMOR Released by 20th Century-Fox

CINEMASCOPE COLOR by DE LUXE

GEORGE STEVENS' PRODUCTION OF

THE DIARY OF ANNE FRANK

MILLIE PERKINS as "Anne Frank" · JOSEPH SCHILDKRAUT · SHELLEY WINTERS
RICHARD BEYMER · GUSTI HUBER · LOU JACOBI · DIANE BAKER
and ED WYNN

Produced and Directed by GEORGE STEVENS · Screenplay by FRANCES GOODRICH and ALBERT HACKETT

From the play by FRANCES GOODRICH and ALBERT HACKETT

CINEMASCOPE

VILLA!

starring
BRIAN KEITH · CESAR ROMERO
MARGIA DEAN
and RODOLFO HOYOS as "Villa"

Produced by PLATO A. SKOURAS · Directed by JAMES B. CLARK · Screenplay by LOUIS VITTES

CINEMASCOPE COLOR by DE LUXE

20th IS WITH IT IN '58-59!

LEO McCAREY'S

RALLY 'ROUND THE FLAG, BOYS!

starring
PAUL NEWMAN · JOANNE WOODWARD
JOAN COLLINS · JACK CARSON

Produced and Directed by LEO McCAREY

CINEMASCOPE COLOR by DE LUXE

GET WITH 20th!

TOM EWELL · MICKEY ROONEY

A NICE LITTLE BANK THAT SHOULD BE ROBBED

with
MICKEY SHAUGHNESSY · DINA MERRILL

Produced by ANTHONY MUTO · Directed by HENRY LEVIN · Screenplay by SYDNEY BOEHM

CINEMASCOPE

DON MURRAY · RICHARD EGAN · LEE REMICK
PATRICIA OWENS · STUART WHITMAN

THESE THOUSAND HILLS

Produced by DAVID WEISBART

Directed by RICHARD FLEISCHER · Screenplay by ALFRED HAYES

CINEMASCOPE COLOR by DE LUXE

CLIFTON WEBB · DOROTHY McGUIRE · CHARLES COBURN

THE REMARKABLE MR. PENNYPACKER

Produced by CHARLES BRACKETT

Directed by HENRY LEVIN · Screenplay by WALTER REISCH

CINEMASCOPE COLOR by DE LUXE

Looking Ahead

With 20th-Fox

THE ROOTS OF HEAVEN. A Darryl F. Zanuck production directed by John Huston. From a unique story based on a prize winning French novel, it was filmed on location in Equatorial Africa under extraordinarily difficult conditions, in Deluxe color and CinemaScope. Errol Flynn, Trevor Howard and Juliette Greco, new and exciting French star, center in the scene at left, play the leads.

IN LOVE AND WAR. With a strong accent on youth—none of the principals is over 30—Jerry Wald whose latest successes were "Peyton Place" and "The Long Hot Summer" enhances his established reputation for bringing along young players with this war picture. It was directed by Philip Dunne whose last was "Ten North Frederick" and it stars Robert Wagner, Dana Wynter, Jeffrey Hunter, Hope Lange, Bradford Dillman, Sheree North and France Nuyen, all names to conjure with on a marquee. In the scene at right are Sheree North, this time in a dramatic role, and Robert Wagner

MARDI GRAS. The versatile award winning Jerry Wald turns his production genius to rollicking romantic musical in this tale of youth and high jinx. Directed by Edmund Goulding it features a covey of stars whose appeal for the teen-age audience is immeasurable. They include Pat Boone, Christine Carere, Tommy Sands, Sheree North, Gary Crosby, in his screen bow, and Fred Clark. There is exploitable music, color and CinemaScope, the campus of the Virginia Military Institute and the New Orleans Mardi Gras. At left is star Pat Boone, darling of the record buyers and now of the screen.

PEARHEADING the 20th Century-Fox program of blockbuster releases for the immediate future are six productions with built-in or pre-sold ues apparent to any showman. Scenes from these, ng with a listing of the assets which guarantee m success at the box office, are shown on these pages.

THE INN OF THE SIXTH HAPPINESS. A Buddy Adler production, starring Ingrid Bergman, Curt Jurgens and the late Robert Donat, this story of indomitable courage and sacrifice is based on the story of Gladys Aylward, Englishwoman who earned the love and respect of the people of a Chinese province before and during the Japanese invasion. Direction was by Mark Robson, a master of this type of material. The three principals are shown in the scene at right.

THE DIARY OF ANNE FRANK. This George Stevens production comes to market with an extraordinary measure of advance word-of-mouth expectation. Based on an authentic story of Jewish refugees in Amsterdam, and the subject of a tremendously successful stage play, it introduces Millie Perkins as the sensitive heroine and stars Joseph Schildkraut, Shelley Winters, Richard Beymer, Lou Jacobi and Ed Wynn. It is awaited as another box office winner from the maker of "A Place in the Sun," "Giant" and "Shane."

RALLY ROUND THE FLAG, BOYS! Leo McCarey, master of comedy since "The Awful Truth" has produced this screen adaptation of the hilarious Max Shulman novel. Starting from that best-selling point, McCarey assembled a masterful cast starring Paul Newman, Joanne Woodward, Joan Collins and Jack Carson, all except the latter new to comedy but not to acting honors. It rates as a fun picture of the first order.

Cultural Drive

(*Continued from page* 1)

ing the Russians and their friends complete domination.

Marjorie Dawson, who for years ran the Motion Picture Association children's film library, until it suffered what she terms a total eclipse—called newspaper and trade reporters to Columbia's ninth floor conference room yesterday afternoon and proposed a cultural offensive. This Government, she said, should support, by subsidy or recognition such as citations, the making of films especially for children. UNESCO should contribute. She knows there are stars who deliberately seek not to make money, and acclaim might make them give their talents. It might, she feels, apply to certain of the trade unions. The company presidents, of course, would consent. And MPAA president Eric A. Johnston—his support would be necessary. She believes each company should make one children's picture per year, probably in countries with lowest costs, and probably where funds are blocked.

Points to Brussels

She said at Brussels, where she was an observer for the United States National Commission for the UNESCO—a private group—the Russian films, many of them, were features; and never in her life, she commented, had she seen such "exquisite programs." "They reeked of money well spent, of talent, production, and writing, and combined realism and fantasy and delighful humor."

She could not say where such films are shown in Europe—what and how many theatres and what arrangements —and said merely people had told her Russian and satellite youngsters' films are shown "widely."

She stressed she was speaking privately, did not know whether she would speak to company presidents, and said she would not approach Johnston, but he is free to call upon her.

Milestone Award

(*Continued from page* 1)

ican motion picture." The veteran film maker will receive the award, according to SPG president Carey Wilson, at an awards dinner in January.

Previous Milestone Award winners have been Jesse L. Lasky, Louis B. Mayer, Darryl Zanuck, Cecil B. DeMille, Walt Disney and Spyros P. Skouras.

This year's presentation will be exclusively for members of the guild, the men and women who produce motion pictures for film and television. This procedure marks a departure for the guild, with previous Milestone Award dinners having been open to all members of the television and motion picture fields.

'Love' Here Oct. 31

Jerry Wald's "In Love and War," will open Friday, Oct. 31, at the Paramount Theatre here, 20th Century-Fox announced yesterday.

REVIEW:

Inspector Maigret

Lopert Films

HARTFORD, Conn., Oct. 20

An intriguing mystery yarn by the proficient Georges Simenon serves as basis of this suspense-laden Gallic import (with English sub-titles) peopled with Continental thespians known and respected on this side of the Atlantic. Jean Gabin tops the cast, artfully directed by Jean Delannoy, working from an adaptation of the Simenon work (originally called "Maigret Sets a Trap"), by R. M. Ardland, Michel Audiard and himself.

Gabin, of course, is the resourceful Inspector Maigret, this time confronted with a series of fiendish stabbing murders. The unknown killer, it is learned, persistently strikes at dusk and his victims are plump brunette women.

At the 11th hour, a jacket button from the killer's coat turns up, and the inspector is off on a meticulous search that takes him, eventually, to the killer. Enroute, the viewer encounters as diversified a roster of sidelights and character developments as can be found in many a contemporary suspense study.

Gabin paces his supporting players with superb timing.

Running time, 118 minutes. Adult classification. Release, not set.

A. M. W.

Eagle Lion-Loew Case Seen Off Until November

From THE DAILY Bureau

WASHINGTON, Oct. 20. — The Supreme Court argument in the Eagle Lion-Loew's case, originally scheduled for late this week, may not be heard until November.

The case was put on the calendar as the last one to be argued in this court term, which closes Thursday. If it isn't reached by then, and it seems doubtful that it will be, the argument will go over until Nov. 10. It is a case which the industry is watching with great interest, because it asks the court to rule on the wide applicability of the Paramount Case Decision.

Circuit Court

(*Continued from page* 1)

from brokers concerning the theatres to be disposed of had been ignored or discouraged, and they held that the record showed some of the theatres had been omitted from advertising offering the properties for sale.

The Schine defendants, including J. Myer Schine, president, had been found guilty by Judge Harold Burke in U.S. District court in Buffalo in 1957, and fines aggregating $73,000 had been assessed. The Schine consent decree required the company to divest 39 theatres, and when the terms were not met, the government filed suit in 1954 charging the defendants with contempt of court.

It could not be learned here yesterday whether Schine would make a further appeal of the conviction.

Television Today

NBC Host This Week To TV Radio Editors

NBC this week in New York is playing host to some 80 TV and radio editors of newspapers in key cities across the country, in the second annual renewal of what has proved to be a highly successful and fruitful promotional endeavor. A full schedule of events has been arranged for the visitors, with the radio and television divisions alternately serving as host-of-the-moment, at a series of luncheons and group reports.

Opens at the Plaza

Yesterday the opening event was a luncheon given by the radio division, at the Plaza Hotel.

During the rest of the week are scheduled: a luncheon and reception today at El Morocco; a report on radio with plans for the future, tomorrow at the Plaza; a Television Network report on progress and plans, Thursday morning; a press conference with Robert W. Sarnoff, NBC board chairman, Friday morning, and a reception and dinner at the St. Regis Friday.

King Stations to Join NBC Network Affiliates

The King Broadcasting Co. and the National Broadcasting Co. have entered into affiliation agreements for the former's television and radio stations in Seattle and Portland, it has been announced by Otto P. Brandt, vice-president in charge of the broadcast division of KING, and Harry Bannister, vice-president in charge of station relations for NBC.

Secondary NBC affiliations with KGW and KGW-TV, Portland, became effective Oct. 14, and with KING and KING-TV, Seattle, Oct. 15. Primary affiliation for KGW becomes effective Dec. 19, 1959; for KGW-TV, May 1, 1959; for KING, June 14, 1959; and for KING-TV, Dec. 10, 1959.

Anti-Trust Complaint on TV Commercials Pends

From THE DAILY Bureau

WASHINGTON, Oct. 20.—Justice Department officials said an anti-trust complaint by producers of television film commercials is still under study.

The producers had complained against the major networks, charging that the networks were making their own commercials and making video tape facilities available to advertising agencies in a manner calculated to drive the independent producers out of business. Justice officials said they had not yet decided whether any anti-trust violation was involved and had no idea how long they would be studying the matter before reaching a decision.

Officially It's 'Twentieth Century-Fox Television'

From THE DAILY Bureau

HOLLYWOOD, Oct. 20. — T official name of the television subsi iary at 20th Century-Fox will Twentieth Century-Fox Television, has been announced by executive pr ducer Buddy Adler and Martin Man lis, executive head of television pr duction.

NBC Affiliate Officers Meet in N. Y. This Wee

Executives of television and rac stations affiliated with the Natior Broadcasting Company will hold three-day meeting at New Yor Plaza Hotel starting tomorrow.

Wednesday morning officials of t NBC Radio Network will deliver presentation to the radio affiliat That afternoon, both radio and tel vision affiliates will visit the Dav Sarnoff Research Center in Princeto N. J., for a special tour.

Presentation Thursday

The NBC-TV Network present tion to television affiliates will ta place Thursday morning. This will followed in the afternoon by a ge eral meeting of both radio and tel vision affiliates.

The election of new officers to t NBC-TV affiliates board of delegat will take place at a closed sessi Friday morning. Election of office to the NBC radio affiliates executi committee also will take place duri the three-day meeting.

AFM, Mark VII Sign Ne Television Agreement

From THE DAILY Bureau

HOLLYWOOD, Oct. 20. — T American Federation of Musicia announced that it has signed a fi year agreement covering music f TV films produced by Mark VII Lim ited, under which the company w use live music on all of its program The contract calls for an individu music session for each program, a complete use of live music on all Ma VII programs. Mark VII has alwa used live music on its programs, wi "Dragnet" one of the first TV films use live music.

Under the new agreement, mu cians will be paid $50 per progra each as a minimum, with a 10 p cent increase in all economic iter after three years. The traditional fiv per-cent formula on payments to t Music Trust Fund has been elimina ed and has been replaced by toke payments to the Fund on a ne pattern established by the AFM trading trust fund monies for li musical work.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 84, NO. 79 NEW YORK, U.S.A., WEDNESDAY, OCTOBER 22, 1958 TEN CENTS

rges More Films

erasotes Hits overnment in ndustry Idea

serts Faith in Industry's ility to Solve Problems

Special to THE DAILY

IAMI BEACH, Oct. 21. — Without mentioning Allied States' so-called ite paper" by name, George Kerases, newly elected president of eatre Owners of America, re-stated organization's policy of long standin opposition to government intertion in the industry in his first ress in his new capacity at the A annual convention here today. e Allied "white paper" seeks the king of legislators and others in ampaign to obtain stricter interptation of the industry consent dees or, lacking that, new legislative rictions applicable to the industry. TOA has in the past and under administration will continue to ose seeking government interven-

(*Continued on page 3*)

E. Schiller Resigns ost At Republic

A. E. Schiller, manager of domestic foreign branch operations for Republic Pictures for the past 14 years, with the company for 29 years, resigned, effective Nov. 26, to act a new position. He will become stant to N. P. Jacobs, president of

(*Continued on page 7*)

Television Today

Page 7

Says Industry Must Explore

Special to THE DAILY

MIAMI BEACH, Oct. 21. — Motion picture exhibition is going through a period of "flux, of trial and error and of self - examination" but it will emerge, stronger, healthier and more attraetive than ever, R. J. O'Donnell declared in the keynote speech at the opening of the Theatre Owners of America convention here today.

R. J. O'Donnell

Addressing the delegates at the

(*Continued on page 3*)

Subcommittee Named to Tackle Ad Criticism

A subcommittee charged with preparing recommendations for dealing with problems arising from mounting criticism of film and theatre advertising in diverse quarters was appointed

(*Continued on page 2*)

'Preserve what we have . . .'

Stress Unified Action As TOA Meet Opens

'Time for Fighting Over' Pinanski Tells Delegates to Miami Beach Convention

By MARTIN QUIGLEY, Jr.

(Picture on Page 3)

MIAMI BEACH, Oct. 22.—The eleventh annual TOA convention opened today with exhibitor attendance approximately half that of the 1958 convention also held here at the Americana Hotel. The principal address at the opening session was the keynote speech by Robert J. O'Donnell. New officers were introduced by Albert M. Pickus, chairman of the nominating committee. George G. Kerasotes, new president, outlined plans for the year.

The convention was called to order by Sam Pinanski. Mitchell Wolfson welcomed the delegates to Miami Beach and reminded them that last year the convention was also held about Hallowe'en time. He suggested that with ghosts in the air perhaps

(*Continued on page 3*)

Johnston, Shelton Due From Moscow Today

Eric A. Johnston, president of the Motion Picture Association; Kenneth Clark, vice-president, and Turner Shelton, head of the films division of the U. S. Information Agency, are scheduled to arrive at Idlewild Airport here early today via Air France, following their five-week visit to Russia and other Eastern European nations in the interest of film sales agreements.

The State Department has scheduled a press conference for the group tomorrow afternoon in Washington,

(*Continued on page 2*)

Concessionaires Open Trade Show at Miami

Special to THE DAILY

MIAMI BEACH, Oct. 22.—Officers of the Theatre Owners of America and the National Association of Concessionaires opened the annual trade show being conducted in conjunction with the TOA convention here, with a ribbon-cutting ceremony this after-

(*Continued on page 3*)

Phila. Mayor Proposes Repeal of Ticket Tax

Special to THE DAILY

PHILADELPHIA, Oct. 21.—In an effort to encourage movie attendance and attract more people to the center of the city, Mayor Richardson Dilworth, in submitting his 1959 operat-

(*Continued on page 6*)

REVIEW:

Bell, Book and Candle

Columbia—Phoenix

COLUMBIA here offers exhibitors an enchanting comedy, both literally and figuratively. "Bell, Book and Candle," adapted from John Van Druten's stage hit of several years back, is a gay and delightful film based on the wry supposition that witches DO exist and that, in fact, they can help make life more worth living even in such a sophisticated burg as present day New York. In this case, too, they should exorcise any evil spirits still hanging around the box office.

No comedy in recent months has been loaded with so much talent, with

(*Continued on page 6*)

UA WELCOME TOA DELEGATES! UA

PERSONAL MENTION

A. MONTAGUE, executive vice-president of Columbia Pictures, and RUBE JACKTER, general sales manager, left here yesterday to attend the TOA convention in Miami Beach.

•

THOMAS E. RODGERS, Trans-Lux vice-president, will return to New York tomorrow from a Mediterranean cruise.

•

MORRIS LEFKO, Michael Todd Co. vice-president in charge of sales, has left New York for Jacksonville, Fla.

•

JOSEPH FRIEDMAN, Paramount's national exploitation director, is in Detroit from New York. He will visit Chicago before returning here at the weekend.

•

JERRY WALD, 20th Century-Fox producer, will arrive in New York today from the Coast.

•

JEROME PICKMAN, Paramount vice-president, will leave here today for Miami.

•

J. MYER SCHINE, president of the Schine Circuit, has returned to Gloversville, N. Y., from here.

•

KENNETH LAIRD, Buena Vista Southeastern manager, has returned to Atlanta from Hollywood.

•

BENNY HARRIS, head of the American Film Exchange, Philadelphia, is confined to Hahnemann Hospital there following a heart attack.

•

JERRY BLACKWELL, associated with the Capitol Theatre here, was married yesterday at Christ Church Methodist to JEAN ELLEN MCKEE.

•

SAMUEL I. SAFENOVITZ, attorney and owner of the Yale Theatre, Norwich, Conn., has returned there from New York.

•

JAMES SHULMAN, associated with his father, JACK SHULMAN, in Cleveland and Painesville, O., theatres, will be married on Thanksgiving Day to SHIRLEY ELLIS of Cleveland.

•

BIRK BINNARD, district manager of Stanley Warner Theatres in Philadelphia, has been discharged from Jefferson Hospital there following surgery.

•

HARRY KAPLOWITZ and JOE DE LOUISE, of Stanley Warner Theatres, New Haven, have returned there from Albany, N. Y.

RKO Theatres Division Managers to Meet Here

A two-day meeting of RKO Theatres division managers will be held at the home office next Monday and Tuesday, Harry Mandel, vice-president in charge of theatre operations, announced yesterday.

Sol A. Schwartz, RKO Theatres president, will welcome and address the group. Mandel will preside over the meeting which will discuss bookings, merchandising, theatre operation, maintenance and other phases of business. Matthew Polon, chief film buyer, will discuss future attractions. Tom O'Connor, vice-president in charge of real estate, and Charles Horstman, maintenance chief, will discuss their department's activities, as will other home office executives and department heads.

Drawn from All Sections

Among the division managers who will attend are Jay Golden, Rochester; Harry Weiss, Minneapolis; Edward Sniderman, Trenton; Millroy A. Anderson, Los Angeles; Joseph Alexander, Cincinnati; Edward McGlone, Columbus; Ansel Winston, Dayton, and from Metropolitan New York, Michael Edelstein, Sigurd Wexo, Charles Oelreich and Tom Crehan, assistant to Mandel.

Warner Sales Meeting On Coast Saturday

Warner Bros. will hold a west coast sales meeting Saturday at the St. Francis Hotel, San Francisco, with Charles Boasberg, general sales manager, as the principal speaker.

Fred Greenberg, western division sales manager, will preside over the meeting. Participants at the session will be branch managers Donald Urquhart of Denver, Joe Sarfaty of Los Angeles, Al Oxtoby of Portland, Keith K. Pack of Salt Lake City, Al Shmitken of San Francisco and Carl Miller of Seattle.

Bercutt to Attend

Max Bercutt, western field exploitation representative, who is on special assignment as sales and promotion liaison for "The Old Man and the Sea," also will participate.

The San Francisco gathering follows four regional sales meetings in Philadelphia, Detroit, Chicago and New Orleans during the past week. The last of the four, the New Orleans session, was concluded yesterday.

Criterion Books 'Night'

The J. Arthur Rank Organization's "A Night to Remember" will be the next attraction at the Criterion Theatre here, where it will play on a reserved seat policy. No date for the opening has been set yet.

Johnston Due

(*Continued from page* 1)

at which additional details of the film agreement they concluded with Russia are expected to be announced. The deal, calling for the sale of 10 American films to the Soviet, and the purchase of seven of their films for exhibition here, was made as part of the State Department's cultural exchange agreement with the Soviet.

The Johnston party will leave here immediately for Washington. He is scheduled to leave for Mexico City for an appearance at the film festival there at the end of the week.

Subcommittee Named

(*Continued from page* 1)

yesterday at the second meeting of the Motion Picture Association Advertising Advisory Council on the situation in a week.

The committee consists of Charles Einfeld, Paul Lazarus, Roger Lewis, Jerome Pickman, Si Seadler and Charles Simonelli, chairman. After studying the problems involved, the subcommittee is to bring in recommendations to the full committee.

Also named to work with the subcommittee were Ernest Emerling of Loew's Theatres, Harry Goldberg of Stanley Warner Theatres and Harry Mandel of RKO Theatres.

N. A. Taylor Canadian Pioneer of the Year

Special to THE DAILY

TORONTO, Oct. 21. — The major honor of the Canadian motion picture industry, the Pioneer of the Year, will be presented to N. A. Taylor of Toronto, president of 20th Century Theatres and currently in his second term as Chief Barker of the Variety Club of Toronto, at the annual award banquet of the Canadian Picture Pioneers, to be held in the King Edward Hotel Nov. 18, it was announced by R. W. Bolstad, president.

Now 52, Taylor sold advertising to theatres after school hours when he was 12 and retained his connection with the industry during his student years, including those which took him through the University of Toronto and Osgoode Hall Law School. Today he has wide interests in the Canadian film and TV fields.

One Award Posthumous

The committee of judges, headed by A. R. Hanson, gave ancillary honors to five pioneers, one of which is posthumous.

J. Howard Boothe of Vancouver, Odeon's chief officer in British Columbia until his retirement in 1951, will get an ancillary award, as will Walter Wilson of Edmonton, who retired in 1954 while manager of the Paramount Theatre, Edmonton, after 45 years in the industry. A. J. Laurie promotion director of United Artist in Toronto, and William Singleton o Montreal, president of W. J. Singleto & Co., film counsellors, also earne the ancillary awards. Charles Krup of Winnipeg was named posthum ously.

'Decree Fatal Blow' O'Donnell Declares

Special to THE DAILY

MIAMI BEACH, Oct. 22. — Th consent decrees in the Governmer suit were "almost a fatal blow to th exhibition of motion pictures in thea tres," R. J. O'Donnell declared in hi keynote speech today at the openin of the TOA convention. "In recen months," he said, "we have hean about the possibility of having thi decree altered so that former aff liated circuits may enter productio It is my hope and prayer that all o us will use whatever influence w may exert to cause the production an release of more good pictures unde any plan."

Golden Cites Importanc Of Census of Business

Special to THE DAILY

MIAMI BEACH, Oct. 22. — Th importance of the Census of Busines conducted every four years wa explained b Nathan D Golden of th U.S. Depart ment of Com merce in an ad dress during th opening sessio of the Theatr Owners o America con vention today.

Nathan Golden

Golden em phasized th numerous use to which the data gathered in th census are put and urged every ex hibitor to fill out the forms for th fortheoming census in detail and re turn them promptly to the Bureau o Census. The results of the 1954 Cen sus, he said, were published in eigh volumes containing approximatel 6,000 pages of statistical tabulation and hundreds of pages of explanator material.

Calls It Vital to Progress

The material, he said, is of tre mendous use to anyone interested i the progress of the industry.

Golden explained in detail the pro cesses used by the Bureau in com piling the data and emphasized th pains taken to prevent disclosure o any facts concerning a particular bus ness or operation.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincen Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Wash ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in th principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefelle Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-Presi dent and Treasury; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a yea as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as secon class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c

R. J. O'Donnell

(*Continued from page* 1)

ficial opening of the meeting this orning in the Hotel Americana, Donnell said, "This is the time for ery exhibitor to venture, gamble, plore and above all be receptive any new idea or format."

To make his point the Texas Interite executive recounted his own rcuit's experience of the last year. llowing the disastrous drop in osses of September and October, he id, the administrative personnel of e circuit determined at a meeting throw out all preconceived notions showmanship and to try new approaches. Some of the new ideas orked, he declared, some did not it in any event new avenues of owmanship were opened up and valuable experience gained.

Opened with All-Texas Meeting

O'Donnell reported, in outline, on e showmanship devices developed y the circuit. They started, he reorted, with a one day meeting with ress and radio representatives from l over Texas. This developed fine stitutional promotion and will be peated. Next was heavy concentraon on radio campaigns for certain ictures. These were enormously sucssful and new techniques are still eing tried. Other ideas included ad ug lines stressing that the new picures would not be seen on TV; adance sales of reserved seats for spel showings; a "housewives' matee"; high school screening councils nd student tickets, both of which ere successful; and tie-ups with a hain of restaurants in Dallas for comination dinner and movie ticket couons, unsuccessful as done but prouctive of ideas for other similar prootions.

'Exploration' Stressed

"These were a few of the things e tried," O'Donnell said, "but my ain point is that we did venture, amble and explore."

Touching on other matters, the exas theatre executive pleaded for nore product and added: "It's quite ossible that an educational approach o stars, producers and directors to ower demands for pay and particiation might help so that more good ictures could be made and sold at erms under which the exhibitor could nake sufficient profit to remain in usiness . . . But," he added wryly, this seems to be almost like Utopia."

The drive for orderly release of top eatures, in which AB-Paramount is o interested, has made great progress nd will continue to be of major imortance, O'Donnell declared. He dded that it will only be effective f exhibitors exert every effort to make he pictures released during so-called off-seasons successful.

Cites Advertising Plans

In this connection he reported that special advertising plans, including the bringing in of new, young people to develop extraordinary promotions and new slants on advertising, have been used successfully by Paramount theatres in southern territories and he predicted additional success for these plans with the "off-season" pictures.

O'Donnell reported also on the gravity of the problem in connection with showings of first run pictures on Army bases—a particular problem in the south and southwest—and declared that a clearance plan was being worked out.

In conclusion he said the relationship between distributor and exhibitor "must be a partnership," one in which "we do, honestly and sincerely, everything we can to get every last penny into the box office . . . and then share that penny with distribution and production on a basis that will allow us to live and let live, that will allow them to continue to make fine, wonderful pictures, and will allow us to run fine, clean, modern and attractive theatres."

[*M. P. DAILY picture*]

THE COUNSELLOR, at the TOA meeting is former president Ernest G. Stellings, and his listeners Richard M. Kennedy, left, and Henry G. Plitt.

Unity, Action Pinanski Plea

(*Continued from page* 1)

the industry would find ways and means of dealing with the various ghosts which have been troubling it.

In a brief unscheduled talk Pinanski hailed the work of COMPO in the tax campaign saying, "Never lose sight of the strength of unified action. Many things which seem to be impossible, can be accomplished." Pinanski deplored the action of those who had come into the industry for the purposes of liquidation. "The time for fighting between exhibitor and distributor is over. We must sit down around a table like businessmen and must preserve what we have and plan for the future."

'We Do Not Ask for Charity'

On the question of Government assistance he said, "Most of us need the cooperation of the industry, we do not ask for charity."

Stellings in his farewell talk summarized the action of the board of directors meeting. In addition to what has been previously announced he said that TOA has again asked the Department of Justice for permission for circuits to produce pictures. This subject will be taken up Thursday when Victor R. Hansen, head of the antitrust division of the Department of Justice is scheduled to address the convention.

Hailing the Business Building campaign as the greatest need, Stellings pointed out that exhibition had failed to raise the whole sum required. He said that a wire had been sent Abe Montague announcing that TOA was ready to guarantee the $5,000 remaining to complete the exhibition part of the radio drive.

Will Talk TV with Majors

Stellings called the problem of keeping the 1948 films from television of the greatest moment and said conversations would be held with representatives of major circuits, not TOA members, who are here for the convention to learn their views on the problem.

It was also announced the TOA board had rejected the proposal made by others—that is Allied—that more Federal control and a stricter enforcement of consent decrees would be solutions for current problems.

Stellings also said that the TOA board praised the work of Leonard Goldenson and Edward L. Hyman in the campaign for orderly release of pictures.

Favors Insurance Plan

The TOA board is to send a committee to Washington to seek relief from Army camp competition by exhibition of new product before theatres. Stellings said the board also continues its recommendation of a life insurance program explained to the convention by Robert J. Mosely of John Hancock Life Insurance Co. of Boston.

The TOA board is continuing a study of research within the industry and Stellings told the delegates that action on this may be taken by the board at its meeting on Saturday. The research committee held a meeting today.

Has 131 New Members

In conclusion Stellings thanked the members for their cooperation during his term. He said that membership had held up well though it was below the level of a year ago on account of closings of some circuit houses. He said that 131 new members joined during the year.

The final speaker at morning session was Nathan D. Golden.

Kerasotes Hits

(*Continued from page* 1)

tion and regulation of our business," Kerasotes said. "We can solve our own problems with distribution within our own industry. Government intervention so far has been more harmful than helpful.

"If we did not have divorcement we would have more production, because producers would have to supply their own theatres. Furthermore, their films would not then have been on television because their interests would have been exactly the same as ours."

Warns of Additional Closings

Kerasotes pledged himself to help obtain increased production and to work for the amendment of the consent decrees to permit divorced circuits to produce pictures, with preemptive rights for their own theatres to such product. He said the nation's theatres cannot survive on a diet of 200 films per year. He said that 85 fewer features had gone into production up to Oct. 1 this year than in 1957, and predicted it will mean "more theatre closings, further reduction of competition and great harm to small town and subsequent run theatres."

He pledged to continue support for the TOA plan for the establishment of an investment trust to purchase post-1948 film libraries to keep them from television. He reminded his listeners that they will need their help and the "full, financial assistance of all theatres, and the cooperation of all producers and distributors. He noted that free films on television still constitute the greatest single competition for the leisure time of the theatre patron.

Kerasotes said opposition to all forms of toll TV will be continued, "whether broadcast or by cable."

B-B Support to Continue

The new TOA president also pledged his support to continue the business-building campaign and pledged "help and assistance to the small exhibitor in all his trade practice problems and to make every effort to secure fair and equitable terms in film rentals. Without the small exhibitor, this industry cannot survive," he said.

Kerasotes urged industry unity and said if it (the industry) is destroyed "it will not be because of the strength of the competition but the accumulating and inherent weaknesses within our industry. We have no one to fear but ourselves."

Concessionaires

(*Continued from page* 1)

noon. To allow TOA delegates to inspect the exhibits no convention sessions were held after luncheon.

Lee Koken, Burt Nathan, Harold Chesler, Van Myers and Thomas J. Sullivan were hosts to the press for breakfast and a preview of the trade show which has 13 companies represented who were not exhibitors at last year's convention.

"MERRY CHRISTMAS!
HAPPY NEW YEAR!"
(that's what they'll say when you play
the year's BIG HOLIDAY PICTURE!)

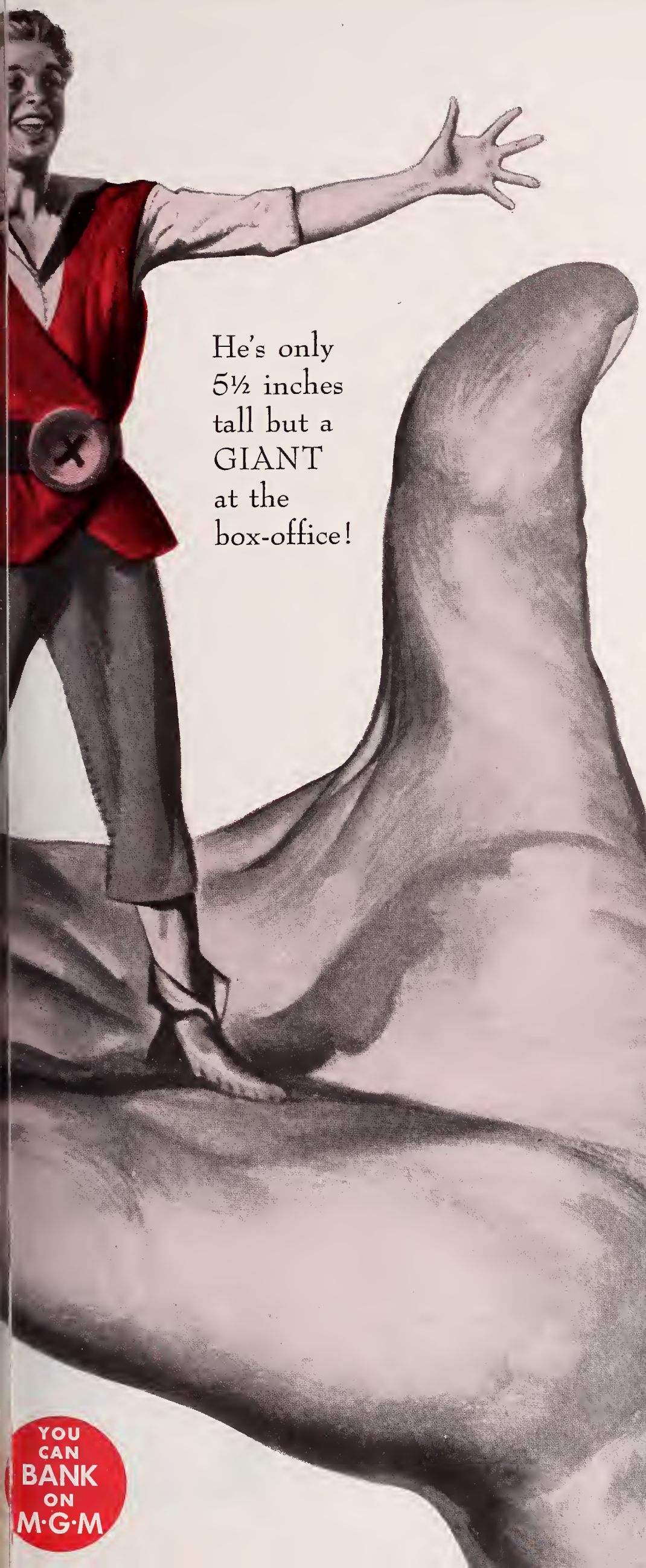
M-G-M Presents
A George Pal Production

"tom thumb"

the wonderful musical adventure

... it's colorsome!

Starring
Russ Tamblyn • Alan Young • Terry-Thomas • Peter Sellers • Jessie Matthews • June Thorbur
Bernard Miles and the Puppetoons with the voice of Stan Freberg • Screen Play by Ladislas Fodor • Based
a Story From the Pen of the Brothers Grimm • Songs by Peggy Lee and Fred Spielman • Janice Torre • Kermit Goell • Photographed
Eastman Color • Technicolor® • A Galaxy Picture • Directed by George Pal



He's only
5½ inches
tall but a
GIANT
at the
box-office!

PICTURE
OF THE MONTH

The world-loved story of "tom thumb" has become a milestone of movie imagination. Not since M-G-M's "The Wizard of Oz" has there been a comparable offering with such universal appeal. It is a unique screen entertainment.

The challenge of making a production with a real live leading man only five and a half inches high was formidable. Magician-director-producer George Pal, already a four-time Academy Award winner, met it so adroitly with a combination of live players and animated Puppetoons, his own invention, that our advice is not to wonder how it's done but just to enjoy the wonder of it.

Russ Tamblyn as "tom thumb"— exactly 5½" high

© LOEW'S, INC. 1958

Russ Tamblyn is especially suited to the role of the thumb-high hero since it requires unusual gymnastic and dancing skill. Tamblyn's minute size on the screen in proportion to the normal height of the other players and the big world about him is a continued source of amazement and delight at the ingenuity of it all.

"tom thumb", A Galaxy Picture in Technicolor®, literally teems with talents, for instance: screen, radio and TV star Alan Young; June Thorburn, his pretty sweetheart who magically disappears when he becomes too amorous; Terry-Thomas and Peter Sellers, Continental comedy duo of villainous mien; plus Jessie Matthews, Bernard Miles and many more.

Ladislas Fodor did the screenplay based on the story from the pen of the Brothers Grimm. Peggy Lee has written several of the delightful songs: "tom thumb's tune" and "Are You a Dream". Popular Stan Freberg is heard as the voice of "The Yawning Man" written by Fred Spielman and Kermit Goell. Mr. Spielman, collaborating with Janice Torre, also contributed the songs "After All These Years" and "The Talented Shoes", one of the most imaginative among the spectacular sights and sounds.

The wonderful world of "tom thumb" beckons to you. The tiny star's joyous musical adventure is indeed destined to become a giant of the screen.

Read all about it!

BIG CAMPAIGN!

Column above in top magazines. Ads in Parents', Look, 15 Comic Books. Nationwide Magazine readership 123,520,660. Plus big newspaper campaign and big-time promotion!

YOU CAN BANK ON M·G·M

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PEOPLE

Sam Lesner, film commentator for the "Chicago Daily News," on Oct. 27 will address the Community Club of Jewish Women in Chicago on the subject "Movies for Millions." A question-and-answer session will follow his talk.

□

P. L. Taylor, for many years with Dixie Theatres in Columbus, Ga., is now manager of the Bard Theatre, Los Angeles.

□

Eric A. Johnston, president of the Motion Picture Association, and **Lauren Bacall** will be guests of **Edward R. Murrow** on the commentator's "Small World" program over the Columbia Broadcasting System television network on Sunday.

□

Charles S. Thorn, vice-president of the McCall Corp., has been named to the new post of publisher and advertising director of "Redbook." At the same time **Austen Ettinger** was appointed assistant publisher.

□

Walter Reade, head of Walter Reade Theatres, will appear on the "Pulsebeat" television program over the Mutual Network on Sunday at 1:15 P.M., while the program visits various Reade operations to tell the story of the company's founding and growth over the past 50 years.

Cleve. Party Slated

CLEVELAND, Oct. 21.—The second annual distributor personnel Christmas party will be held this year on Dec. 15 in the Tudor Arms Hotel, Bob Blitz, committee chairman, has reported.

Everyone connected with distribution in any capacity is invited to participate.

The Monarch

The only flight with all de Luxe seats Every night, overnight New York to London

Reservations through your Travel Agent or
BRITISH OVERSEAS AIRWAYS CORPORATION
Boston, Chicago, Dallas, Detroit, Los Angeles, Miami, New York, Philadelphia, Pittsburgh, San Francisco, Washington.

Bell, Book and Candle

(CONTINUED FROM PAGE 1)

the special abilities of each contributor being utilized to the fullest extent. The stars are James Stewart and Kim Novak who are, in turn, supported by a featured cast headed by Jack Lemmon, Ernie Kovaks, Hermione Gingold, Elsa Lanchester and Janice Rule.

Under the direction of Richard Quine they contribute to an unusual production that is as beautiful and imaginative as it is funny. Two other major contributors are photographer James Wong Howe and special color consultant Eliot Elisofon. It is indeed their splendid use of Technicolor that helps to fuse so successfully (and romantically) the comic and fantastic points of view.

The Daniel Taradash screenplay casts Miss Novak as a beautiful and talented witch who lives in Greenwich Village and on the side runs a posh primative art showroom. Out of sheer boredom one Christmas Eve she casts a spell over Stewart, a successful publisher who lives upstairs. Immediately and inexplicably (to him) he falls in love with Miss Novak and in the ensuing enchantment breaks his engagement to a lovely, persnickety society girl, Miss Rule.

Complications arise when Miss Novak's warlock (male witch) brother, Jack Lemmon offers to help bibulous author, Ernie Kovaks, write a book on witches which Stewart will publish. Miss Novak, however, doesn't want any such expose printed and in her own special way she "does something about it." Stewart, again inexplicably, thinks the manuscript is trash and when Lemmon threatens to tell him about Miss Novak, she herself confesses all. Stewart is understandably angered and goes to another witch to have the spell broken. True love triumphs, however, in that it has caused Miss Novak to lose her powers and the stars are reunited in the end.

That this lightweight and improbable material is so much fun is due to each of the aforementioned contributors. The film opens on just the right note, with Miss Novak, fondling her magnificent Siamese cat a "familiar" named Pyewacket, moving aimlessly in an eerie twilight among her African masks and totems. It is almost lyrical in one brief scene of Stewart and Miss Novak atop the Flat Iron Building watching the sunrise over a green-gray-white snow-covered New York. And it is wonderfully wacky whenever it shifts to the smokey cellar nightclub where the witches and warlocks gather to talk shop and listen to bongo drums. In two brief moments the film surveys the scene through Pyewacket's dispassionate eyes: everything china blue in sharp, elongated focus.

Stewart and Miss Novak are very appealing in the central roles though the featured players have the most colorful material. Lemmon and Kovaks have never been funnier, nor have Miss Lanchester, as Miss Novak's aunt (who isn't much good at magic but can put telephones out of commission) and Miss Gingold, the dean of witches seen here in a red, Harpo-Marx-type wig.

Julian Blaustein produced the Phoenix Production for Columbia release.

Running time, 103 minutes. General classification. Release, in December.

VINCENT CANBY

Danish Industry Plans 23 Features This Year

From THE DAILY Bureau

WASHINGTON, Oct. 21. — Danish film producers expect to produce 23 feature films this year, Commerce Department film chief Nathan D. Golden reported.

He said 21 had already been produced and two more are planned. Danish producers get substantial Government subsidies, and there are now nine Danish companies producing feature films, Golden stated. Gross earnings of the Danish features have averaged about $87,000.

Wis. House Re-Opens

MILWAUKEE, Oct. 21.—The Sheboygan Falls Theatre has been reopened.

India Executive Praises Para. Officials, Product

A tribute to Paramount Pictures, to its executives and to its current schedule of pictures was paid in Bombay, India, on Monday by Keki Modi, chairman of Western India Theatres, Ltd., it was reported yesterday in a cable to the Paramount offices here.

The Modi address followed the "faith in the future" presentation made there by George Weltner, Paramount Pictures vice-president in charge of world sales, at the Taj Mahal Hotel. More than 100 exhibitors and press representatives attended the meeting.

Modi's tribute to the executive personnel of Paramount mentioned specifically Adolph Zukor, Barney Balaban, Weltner, Y. Frank Freeman and James E. Perkins.

Phila. Mayo

(*Continued from page* 1)

ing budget to the City Council, pr
posed that the five per cent amus
ment tax on theatre admissions
eliminated entirely.

He pointed out that some 100 the
tres, almost half of the city's tot
have closed in the last five years; a
that in the center of the city the
are only three left on Market Stre
east of Broad Street, compared to
in 1945. This happened, the May
pointed out, "at a time when the ci
and the business community are ma
ing a most strenuous effort to rene
and revitalize our center city."

The City Council, now holdi
public hearings on the budget, e
pects to have it ready for the Mayo
signature Nov. 26.

Anxiety in Upstate New York Over Compensating-Use Tax

ALBANY, N. Y., Oct. 21. — T
Liberty Theatre, in Watertown, a
vertised that "due to the local t
on film rentals and miscellaneous su
plies for the operation of the theatr
a "slight" increase in admission pric
was being made. Peter Vournakis o
erates the subsequent-run.

A check here disclosed that the c
of Watertown adopted on May 12
two per cent sales tax, including
compensating-use tax. The statu
took effect July 1. Payments for t
first quarter, under it, are now di
The compensating-use levy cov
things purchased outside the city
use within it. It is described as stan
ard for a sales tax—one which N
York City was first authorized to le
back in the 30's.

The legislature subsequently e
powered other cities and all count
in the state to vote a sales tax,
well as other special levies—som
times called "nuisance taxes." Amo
these is a five per cent levy on a
missions. A sales tax is not collect
in Erie County (including Buffalo),
Syracuse and one or more other plac
according to an informant. It is u
derstood that the levies affect fi
rentals.

The impost could be a substant
item, under present conditions, fo
small theatre, industry people said
commenting on the Watertown si
ation.

Riesel Lauds U.A. Fil

United Artists' "The Fear Make
starring Dana Andrews, was the l
subject of Victor Riesel's syndica
labor column, which appeared in N
York in the "Mirror," last Sund
The columnist praised the film as
anti-red expose.

FOR QUALITY AND SPEED
DON'T BE DISAPPOINTED!
Always Get Your
SPECIAL TRAILER
From Dependable
FILMACK
630 Ninth Ave. New York, N.Y.
1327 S. Wab CHICAGO S.

Television Today

A Television Signs Hudson's Bay' Series

United Artists Television, Inc., has ned an agreement with Northstar tures, Ltd., for production, financ- and distribution of "Hudson's y," to be released as 39 half-hour grams. This will be the fifth series nned by the company since its mation months ago. A sixth series now in the planning stages.

Barry Nelson will be the star of "Hudson's Bay" series, which will into production in Hollywood and Canadian Rockies in three weeks, tes Bruce Eells, executive vice- sident of U.A. Television. Nelson s been seen in two TV series—"My vorite Husband" and "The Hunt- ," and a number of pictures, includ- g "A Guy Named Joe" and "Winged ctory." The story deals with the adventures of Hudson's Bay Company men in the period of 1800.

Northstar Pictures is made up of John Gibbs, Richard Steenberg and Michael Sadler, the same men who will produce "The Troubleshooters."

Early starting dates are being set for "The Dennis O'Keefe Show," a Cypress Production; "International Airport," produced by Himan Brown, and "The Vikings" series, to be made under the Kirk Douglas Bryna label.

Majority for Network Use

U.A. is making no attempt to sell any of these until it can present them for showing to advertising agencies. Most will be designed for network use. Some will also be sold in selected regional markets.

A sales organization is being assembled. The salesmen will be stationed in the United Artists exchange, but will not attempt to sell both theatrical films and television pictures.

One Man's TViews

By Pinky Herman

YOUR scribbler has just returned from a jaunt to the West Coast where we glad-handed hundreds of old friends, visited the studios, th motion picture and television, and likewise had an opportunity to e the amazing growth that has taken place in but the past three years regards the TV scene there. We feel that the needs of the allied industries, motion pictures and television, as to product, are so great as to quire day and night production schedules both on the West Coast and re in the East. However, unless authority vested in eastern executives ntertainment and/or civic) take immediate steps to provide adequate ace and studio facilities to maintain and successfully produce its share the nation's motion picture-TV films and "live" programs, we'll see ore and more migration of personnel to California which not only will ntribute to enforced unemployment of thousands of writers, actors, oducers, directors, technicians and related workers but the increased hedules on the already over-burdened facilities on the West Coast will nd to upset and possibly disrupt an otherwise smooth and fortunate uation. For these and numerous other reasons, the powers that be in ew York should snap out of their lethargy, apply themselves to the sk and arrive—but immediately if not sooner—at a decision and forth- ght ACTION. . . .

☆ ☆ ☆

Organized but 2 short months ago, Termini Video Tape Services, Inc., is week launches its new service with the production of 3 fifteen- inute "campaign speeches" by Governor Averell Harriman and D. A. Frank Hogan under the personal supervision of Prexy Anthony Termini. The tape will be used directly in some key cities while hot kines will serve in other parts of the State. Bob Schultz, formerly in the sales department of NBC Films, has been added to the sales staff at Termini. . . . Peter Ustinov, who NBCopped an "Emmy" last year for his performance in "Life of Samuel Johnson" on "Omnibus," will be starred on the same series later this year in an original drama, "The Empty Chair." . . . What an amazing resemblance between Norm Prescott, ace deejay at WBZ, Boston and Don Sherwood of KSFO, San Francisco. Not only do they ok alike, but each is the top disk jockey in their respective cities, each the possessor of charm and vast knowledge of the world of music and ch knocks himself out for local and civic endeavors which have en- eared them to civilians and officials of the two fine cities.

Norm Prescott

New Appointments in UA Foreign Units

Arnold M. Picker, United Artists vice-president in charge of foreign distribution, has announced several appointments involving the company's operations in Europe and Latin America.

Eric Pleskow, formerly manager in Germany, has been named executive assistant to Mo Rothman, UA Continental manager, with headquarters in Paris.

Eugene C. Kniel, former manager in Switzerland, succeeds Pleskow as manager in Germany.

Hans J. Meier, salesman in the Geneva office, has been promoted to manager in Switzerland.

Sam Jones, who has been handling special assignments in the Far East, has been temporarily assigned to Puerto Rico, succeeding manager George Kallman, retired.

Traveling Auditor Named

Rounding out the new appointments is the assignment of Nicholas T. Falgiatore as the foreign department's travelling auditor. Falgiatore, a newcomer to the UA ranks, was previously associated with Columbia Pictures for six years in administrative, sales and auditing capacities.

UA Opens Campaign For 'Want to Live'

United Artists this week will open an all-media campaign for Figaro, Inc.'s "I Want to Live," including personal appearance tours by Susan Hayward, star of the picture, in 36 cities; TV penetration in 112 outlets, retail support in 47 market areas and a music drive scheduled for more than 1,000 radio stations.

Will Start Nov. 10

Miss Hayward will start her tour in Chicago, Nov. 10, the day before the picture opens at the State Lake Theatre, and she will be joined there by Walter Wanger, producer of the picture, who will accompany her to New York for a series of press, radio and TV interviews starting Nov. 12.

Cut Price for Shoppers

BALTIMORE, Oct. 21.—All downtown, first-run theatres here have inaugurated a "shoppers' special" 50-cent admission to all houses from opening until 5 P.M. every Monday. The plan is too new for results to have been determined, but the first day of the experiment was a complete success. "Gigi" and "South Pacific" are not included since they do not have a Monday matinee.

Balto. Showcase Closing

BALTIMORE, Oct. 21.—The Film Centre is due to close the latter part of this week when "Gigi' finishes its run there. The theatre first brought Todd-AO here with "Oklahoma" and "Around the World in 80 Days." Leased by Rappaport Theatres, the building is owned by the Equitable Trust Co., which wants the property for expansion of its banking facilities.

A. E. Schiller

(*Continued from page* 1)

Favorite Films of California, and will establish his new headquarters in Los Angeles.

A successor to Schiller has not yet been named by Republic.

Schiller served the company and its affiliates in a variety of capacities over the year, having been with Consolidated Film Industries and the record company, as well as Republic.

Torchlight Parade, Band At 'Hurrah' Premiere

Special to THE DAILY

BOSTON, Oct. 21.—In an authentic old-fashioned political campaign atmosphere, Columbia's "The Last Hurrah" will have its world premiere at Loew's Orpheum tomorrow night. Highlight of the event will be a torchlight parade in support of Frank Skeffington, who is running for better box office returns, in the midst of real-life races here and throughout the state by candidates for governor, senator and many state offices.

Governor Foster Furcolo and Mayor John Hynes, among many other political figures and candidates will be in the parade tomorrow night and on the speakers' platform in front of the theatre. Pat O'Brien will be grand marshal.

Report 'Blob' Strength In 5 Saturation Areas

Strongly supported by newspaper, radio and TV promotion, Paramount's "The Blob" is reported by the company to have drawn $211,666 in its first 55 openings in five saturation areas throughout the country.

Already booked by more than 400 theatres following its recent test saturation campaign in the far Southwest, reports from these houses tell generally of capacity audiences and broken box-office records.

PCC Campaign Starts; Stewart Is Chairman

From THE DAILY Bureau

HOLLYWOOD, Oct. 21. — More money from more people than ever before is the keynote of 1959 Motion Picture Permanent Charities Committee drive which opens today under the leadership of campaign chairman Jimmy Stewart.

The first move in realizing aims of the campaign starts this morning when over 600 volunteers begin canvassing film studios and allied industries for employees who have previously gone unsolicited.

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Washington, D.C.–ONTARIO THEATRE
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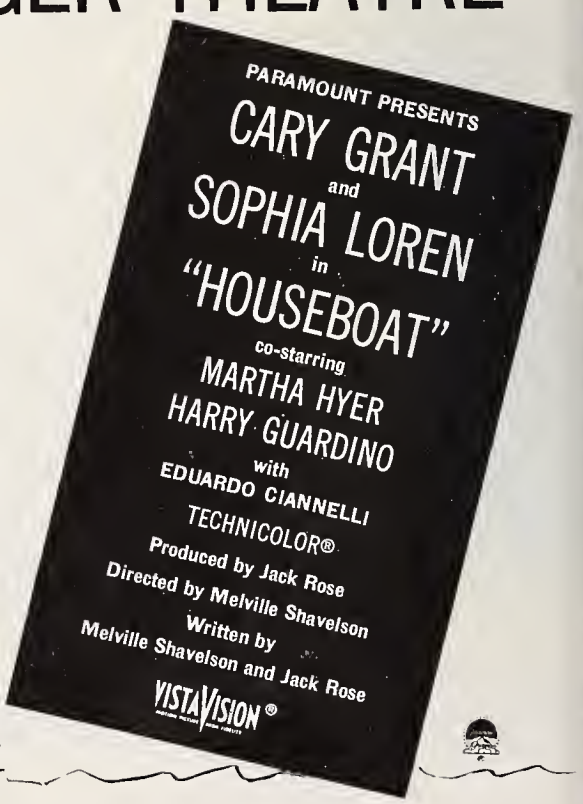


All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 84, NO. 80 — NEW YORK, U.S.A., THURSDAY, OCTOBER 23, 1958 — TEN CENTS

EDITORIAL

Universal's Plans

By Sherwin Kane

THE substantial and obviously costly production program being lined up for Universal by Milton R. Rackmil is impressive testimony to his determination to keep the company in operation, unyielding to pressures for liquidation.

Although it is quite possible some of Universal's non-productive and idle assets may be disposed of, as has been the case with virtually all of the major companies in the industry, nothing essential to production will be included. In fact, cash realized from sale of idle assets might well be turned to the benefit of additional production.

Rackmil, an extremely able and experienced executive, is well advanced by now on his program to maintain Universal as a major source of product and to restore its operations to the substantial profit level which obtained until quite recently. A schedule of 15 important features, some completed, some in work, some preparing, already has been set for the period from November through next July, representing an investment of many millions. More deals are in work.

No one can foretell the future but every member of the industry knows that if this program clicks with any degree of regularity at the box office, Rackmil has won his battle.

Universal and he deserve the industry's support.

• •

Teapot Tempest

Some of New York's newspaper film critics met recently to consider whether Charles Einfeld, 20th Century-Fox vice-president in charge of advertising-publicity, should be censured for allegedly having protested to the publisher of the New York Mirror about the editorial treatment accorded the company's product.

Several critics remained away from the meeting and others took the position that if they or their papers were not involved, it was not a matter for their organized group to be concerned with. As an organization, they did nothing.

It would seem to be elementary that it is Einfeld's business to look after the best interests of his company's pictures and that, if he feels they are not receiving fair attention in motion picture departments, he has every right to complain.

Smash Boston Premiere For Columbia's "The Last Hurrah"! Rocks N.Y. at Roxy Today! Hits Wash.+L.A. Next Week!

(ADVT)

Changed Conditions Seen Justifying Revision of the Consent Decrees

Special to THE DAILY

MIAMI BEACH, Oct. 22.—A discussion on the subject, "What About the Decrees in U.S. vs. Paramount?" was the feature of the general session today at the 11th annual convention of Theatre Owners of America. Sumner M. Redstone, Boston, was chairman and panel members were Richard Kennedy, Birmingham; Roy Cooper, San Francisco; Harold Field, St. Louis Park, Minn., and M. A. Lightman, Sr., Memphis.

Redstone recalled that he had served as an attorney in the Department of Justice and said:

"You must not plan an attack on the original philosophy of the De-

(*Continued on page 6*)

Soviet Film Deal 'Best Obtainable,' Clark Says

The deal for the sale of 10 American pictures to the Soviet and the purchase of seven of its films for exhibition here "is the best that could be made" under existing circumstances, it was stated here yesterday by Kenneth Clark, Motion Picture Association vice-president, following the

(*Continued on page 2*)

Cinema Lodge to Mark End of Fund Drive

The first fall luncheon-meeting of New York's Cinema Lodge of B'nai B'rith will be held at Toots Shor's Tuesday, at 12.30 P.M., it was announced by Joe Rosen, president. The luncheon will mark the conclusion of Cinema's annual fund-raising drive which consists of the sale of $25 con-

(*Continued on page 7*)

30-Day Delay in Mexican Film Workers' Strike

The Mexican government intervened to obtain a 30-day postponement of a film workers' strike set for yesterday, the Motion Picture Export Association was advised at a meeting here yesterday.

The film workers, as part of a general labor movement in Mexico, had demanded wage increases of 25 per cent despite the fact that the film companies have an unexpired contract

(*Continued on page 5*)

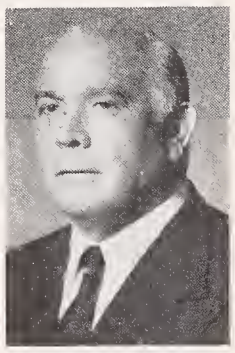
Has 14-Point Solution

Skouras Warns Of Restrictions On Producers

Says More Gov't Control Might Close the Studios

By MARTIN QUIGLEY, JR.

MIAMI BEACH, Oct. 22. — Large-theatre owners were warned today by Spyros P. Skouras, president of 20th Century - Fox "not to stand idly by and for a second time let small - theatre owners — sincere but misguided —" secure through governmental intervention restrictions that would hamper production.



Spyros P. Skouras

Skouras said, "you and your predecessors (large circuit owners)

(*Continued on page 6*)

Stellings, Reade Push Anti-Sales-to-TV Plans

Special to THE DAILY

MIAMI BEACH, Oct. 22. — The matter of withholding theatrical film from television, especially the post-1948 product, was discussed in detail at the Theatre Owners of America convention here today by Ernest G. Stellings, new TOA board chairman, and Walter Reade, Jr., president of Walter Reade Theatres.

Stellings gave a report on the present status of the TOA-sponsored plan for a motion picture trust to acquire all features produced by the major companies since 1948.

"We do not know how much money

(*Continued on page 7*)

Television Today Page 7

PERSONAL MENTION

ABE SCHNEIDER, president of Columbia Pictures, and LEO JAFFE, first vice-president and treasurer, will leave here tomorrow for Hollywood.

•

Y. FRANK FREEMAN, Paramount vice-president and studio head, arrived here yesterday from the Coast.

•

ERNEST EMERLING, Loew's Theatres advertising-publicity director, will leave here on Monday for New Haven, where he will address the Advertising Club of that city.

•

JAMES O'GARA, Buena Vista Eastern division manager, will return to New York tomorrow from Cleveland.

•

CAROL DIANE PICKER, daughter of ARNOLD M. PICKER, United Artists vice-president, will be married in December to NED DAVID FRANK, son of Judge and Mrs. Harry B. Frank of New York.

•

LOU BLAUSTEIN, National Screen Service salesman in Philadelphia, has returned to his home there following lengthy confinement at Albert Einstein Medical Center.

•

JOHN TUNSTALL, British producer, has arrived in New York from London via B.O.A.C.

•

EMERY WISTER, correspondent of MOTION PICTURE DAILY and amusement editor of the "Charlotte News," is in New York from there.

•

SAM HART, of the Allied Artists home office exploitation department, has left here for Hartford.

•

ALEC GUINNESS will arrive here on Sunday from Mexico City.

•

ROBERT TURNBULL, manager for National Theatre Supply Co. in Charlotte, was in Atlanta from there.

•

HERMAN KASS, Universal's Eastern exploitation manager, has left here for Buffalo and Cleveland.

•

EDWARD L. FABIAN and BERNARD MAYERSON, of Fabian Theatres, were in Albany from New York.

•

MRS. ED HALE has given birth to a daughter, DEBORAH SUZANNE, at United Hospital, Port Chester, N. Y. Father is a member of the Buena Vista exploitation staff.

Clark Clarifies Soviet Deal

(*Continued from page* 1)

return of the American negotiating group, headed by Eric Johnston, MPAA president.

The MPAA officials, accompanied by Turner Shelton, head of the films division of the U. S. Information Agency, arrived at Idlewild Airport before dawn. Johnston left in a few hours for Springfield, Mass., to attend a meeting of the board of the Massachusetts Mutual Life Insurance Co., of which he is a member. He returned to New York yesterday afternoon and left for Washington, where the State Department, under whose auspices the Soviet deal was undertaken, has arranged a press conference for the trio today.

Johnston Report Next Week

Clark confirmed that no distribution or exhibition arrangements for the Soviet films have been completed yet. He said that Johnston will return here next week to attend a meeting of the MPAA board to report on his trip and thereafter arrangements for distribution of the Soviet films here would be determined.

He said that MPAA will not ask for a meeting of exhibitors to urge their cooperation in exhibiting the films but feels that this might well be done under State Department auspices, just as the Department sought and obtained distributor cooperation in making the film deal under its cultural exchange program with the Soviet.

Under the Moscow agreement, prices of the films selected are set at $60,000 for standard films and $67,000 for wide screen. Four of the 10 American films and three of the Soviet seven remain to be chosen. Clark said additional Russian films have been sent to Washington and they will be screened there in the immediate future, with a view to completing the selection.

While the group visited several eastern European countries after leaving Moscow, no additional film deals were concluded. Poland, Hungary and one or two others are now showing American films as a result of deals completed by Johnston last year. Clark reported that Danny Kaye's "Knock on Wood" is the current sensation of Budapest, playing to absolute capacity for months.

Only One Pact Closed

Actually, no negotiations were conducted outside of Moscow, the visits to the other countries being more or less informative as to the interest in American films and probable future demand for them.

Johnston was given a free hand in the Moscow negotiations by the MPAA board, whose object mainly was to cooperate with the State Department in its cultural exchange program.

Johnston will not make an appearance at the Mexico City film festival this weekend, as had been reported earlier.

Harry Brandt to Head V. C. Cancer Group

Harry Brandt, president of the Independent Theatre Owners Association of New York and Brandt Theatres, has accepted the presidency of the Cancer Control Research Foundation of the Variety Club of New York, it was announced by Ira Meinhardt, chief barker of the metropolitan tent. The Cancer Control Research Foundation is the "Heart Project" of the New York tent and serves as a fund-raising arm for the Institute of Applied Biology, which is affiliated with Trafalgar Hospital.

Plans for the Foundation's forthcoming efforts will be announced by Brandt at a luncheon meeting of the Variety Club of New York membership at the Hotel Astor on Thursday, Nov. 13. Harold Klein, former chief barker of the local tent, will serve as coordinator for the luncheon.

Atlanta Gals Party Set

ATLANTA, Oct. 22. — The Atlanta chapter, Women of the Motion Picture Industry, has planned a party for members and friends on Nov. 1 at the Atlanta Variety Club.

Giant Parade Set for 'Hurrah' Bow at Roxy

Marching bands, torch and placard bearers, local political candidates and their supporters and sound trucks will take part in a 27-block-long parade here that will wind through the midtown area from 9 to 10:30 tonight and finish up at the Roxy Theatre, where Columbia's "The Last Hurrah" opens today.

The giant parade, in which the entertainment industry and the political parties, and the star personalities of each, will join in a "Get Out the Vote" drive, will kick off from 52nd St., west of 8th Ave. It will proceed to Broadway, go south to Times Square, west on 40th St. to Sixth Ave., north to 51st St. west to 7th Ave. and south to the Roxy.

As part of the promotion, which had sound-trucks cruising the city for the past few days, eight leading TV and radio personalities are recruiting listeners to join the line of march. Participating in the promotion are Joe Franklin of WABC-TV, Johnny Andrews, Ray Heatherton, Bob Haymes and Ed Herlihy of WRCA and Stan Burns and Jack Lacy of WINS.

Col. Interfaith Unit Offers Film Guidance

Special to THE DAILY

COLUMBUS, O., Oct. 22. — Inte faith Committee for Better Entertai ment in Columbus, composed of re resentatives of the United Chur Women of Columbus and Frank County, the Diocesan Council Catholic Women and the Temple rael Sisterhood, has been formed give guidance to parents in the sele tion of film entertainment for th children.

Mrs. Lowell Riley, chairman, sa the committee was formed "in orc that women of all three faiths mig combine their efforts to support t good entertainment that is offered t people of Columbus, and there counteract the poor entertainme The committee is for the present co cerned with motion pictures."

Children's Films Stressed

First recommendations, printed local dailies, were only for fam viewing by children under 12. T committee noted that "this is not say that there are no other go movies in town, which might be su able for those older than 12, but ou that for the time being the committ is not concerned with recommendi them."

Committee for Coyne Luncheon Is Announce

Co-chairmen of the committee m ing arrangements for the luncheon be given by the industry in honor Robert W. Coyne on Dec. 11 were a nounced yesterday by Martin Lev of TOA, one of the co-chairmen.

The other co-chairmen are Irv Dollinger, representing national lied; Philip Harling, represent TOA; Abe Montague, represent MPAA and the COMPO Governi Committee, and Solomon Strausbe representing MMPTA. Harling w serve as treasurer.

It is expected that other memb will be added as plans for luncheon continue to be formulated

Literary Properties In Preparation at A.A

From THE DAILY Bureau

HOLLYWOOD, Oct. 22. — All Artists, with six of its 37 releases 1958 based on published works, plans for bringing no less than t number for literary properties to screen during 1959, the company announced.

The 1959 releases based on pu lished writings are "Crime and Pu ishment, U.S.A.," "Man of Mo marte," "79 Park Avenue," "Face Fire," "The Incredible Yanqui" a "The Desperate Women."

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Sto Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vinc Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Wa ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefel Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-Pr dent and Treasury; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a y as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as sec class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 1

"I HAVE JUST SEEN

THE 7th VOYAGE OF SINBAD

...AND IT'S TREMENDOUS!"

To My Exhibitor Friends:

Many of you in the top theatres of the country pencilled in THE 7th VOYAGE OF SINBAD for a Christmas show. You did this on the basis of my enthusiasm for this project and an unusual scene trailer. Sight unseen you reserved your best playing time.

Well, I have just seen THE 7th VOYAGE OF SINBAD and it's tremendous. The picture justifies all of our enthusiasm and all of our faith. The new Dynamation process is indeed the eighth wonder of the world and THE 7th VOYAGE OF SINBAD is the most perfect entertainment ever devised for the holiday season. THE 7th VOYAGE OF SINBAD is more than a novelty—it tells one of the great motion picture adventure stories in breathtaking scene after scene. Dynamation creates never-before-experienced thrills for young and old. I promise you that you will cheer—and so will your audiences when the last exciting scene fades from the screen.

Don't take my word for it—see it for yourself. Then, if you have not already booked it, I know that you, too, will want THE 7th VOYAGE OF SINBAD for Christmas.

Rube Jackter

General Sales Manager

COLUMBIA PICTURES CORPORATION

GROWING! GROWING! OVER

Grosses Bigger and Bigger...
Day after Day...
in City after City
for Paramount's
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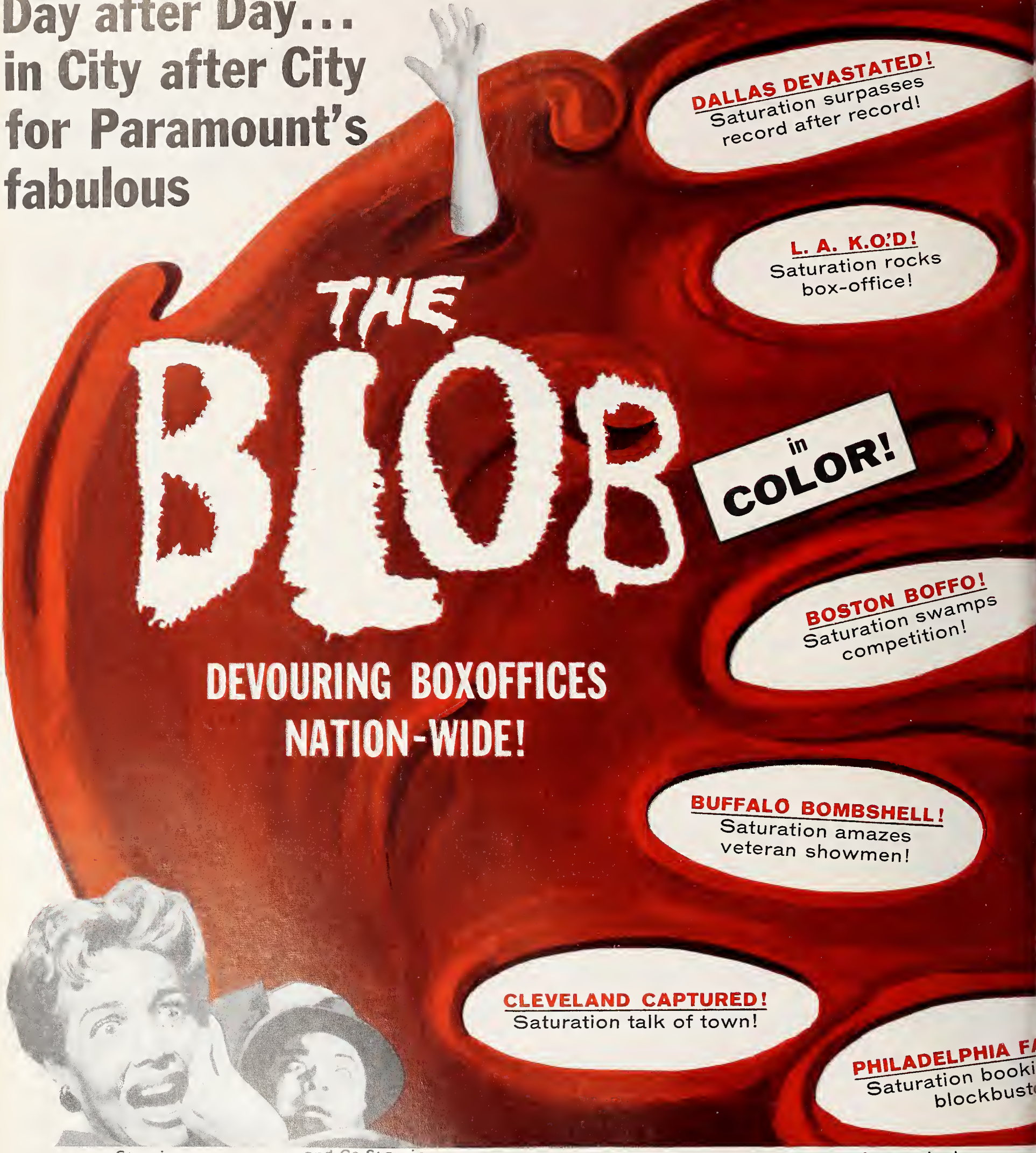


Starring STEVEN McQUEEN | and Co-Starring ANETA CORSEAUT · EARL ROWE | Produced by JACK H. HARRIS | Directed by IRVIN S. YEAWORTH, JR. | Screenplay by THEODORE SIMONSON and KATE PHILLIP

REVIEW:

The Restless Years

Universal—CinemaScope

HOLLYWOOD, Oct. 22

BASED ON AN off-Broadway play, "Teach Me How to Cry," by Patricia Joudry, the screenplay of "The Restless Years" by Edward Anhalt finds momentum in a cross-section of family life in a small town, the kind of town on which "gossip" and "snobbishness" appear to thrive. A combination of seasoned performers like Teresa Wright, James Whitmore, Margaret Lindsay and Virginia Grey, with such bright newcomers as John Saxon, Sandra Dee, Luana Patten and Jody McCrea to attract the "teenage" audience, have been assembled by producer Ross Hunter.

All of the situations are governed by Saxon's respectful and forthright attempt to prove to Miss Dee, a schoolmate, whose illegitimacy appears to be a "public secret," that he is in love with her. Whitmore and Miss Lindsay, as Saxon's parents, try to dissuade him from any attentions to her for business reasons. Teresa Wright as Miss Dee's mother bears the burden of withholding the secret from her daughter, and at the same time tries to guide her against the possibilities of any similar shame.

Integrated is a successful attempt on the part of Virginia Grey, a school teacher sympathetic to Miss Wright's problem, to get Miss Dee to play the lead in the school's presentation of the play, "Our Town." This causes Luana Patten to display a jealous streak, since her boy friend Jody McCrea, playing the male lead, evidences a special interest in Miss Dee. Pleading with Miss Dee, to no avail, to give up the part to her, Miss Patten creates a scene at a "Parents' Night" dance at the school, calling attention to a "dishonorable" romance between Saxon and Miss Dee.

This stirs a climax in which Saxon is compelled to beat up McCrea; Whitmore, proud of his son's action, tells Miss Patten's father, Alan Baxter, whom he had been appealing to for help, what he thinks of him; and Miss Wright faces the reality that her daughter and Saxon are meant for each other, but with the knowing satisfaction that her daughter will not suffer the same tortuous years of waiting for "the man" to return. Helmut Kautner directed.

Running time, 86 minutes. General classification. Release, in December.

SAMUEL D. BERNS

Ownbey Chief Barker Of Calif. Variety

From THE DAILY Bureau

HOLLYWOOD, Oct. 22.—Lloyd C. Ownbey was elected chief barker of Southern California Variety Club Tent 25 last night at the organization's annual membership meeting. The new chief barker succeeds O. N. (Bill) Srere.

Morton Scott and Armand L. Schaefer were elected first and second chief barkers, respectively. A. M. Ahlskog was re-elected dough guy. William R. Jarnagin was named property master.

Canvasmen elected to the crew were Dan Sonney, Tom Cherak, Hal Lindley, C. R. Knutson, Ralph E. Blow and Alfred Lapidus. Alternates are George Bowser, Harry Marx and Floyd Lewis.

Following the election, the board of directors approved a motion empowering the new officers and crew to take over their duties immediately. In the past club's change of administration has been effective at the beginning of the calendar year, but it was decided to advance the new term this year in view of activities now in the planning stage which must be carried out by the newly elected officials.

Mexican Strike

(*Continued from page* 1)

with the workers now. In the 30-day interval, mediation efforts are scheduled to take place.

The MPEA meeting also heard an interim report from Irving Maas, vice-president, on the progress of negotiations in which he is presently engaged in Tokyo for a new remittance agreement for the industry with Japan. Maas will remain in Tokyo until a new agreement is concluded, probably within the next 30 days. When concluded, the new agreement is expected to involve another loan by the companies of blocked yen to Japanese companies. Two such loans have been made heretofore.

On leaving Tokyo, Maas will proceed to Manila to discuss labor demands there for general wage increases for industry employes, the eventual agreement to be retroactive to Nov. 1.

Close Phila. Theatre

PHILADELPHIA, Oct. 22.—A. M. Ellis Theatres closed its Dixie, neighborhood operation, and sold the property for non-theatrical purposes. The Ambassador, also a neighborhood house, has been reopened as an art house.

Gov't Decrees

(Continued from page 1)

partment of Justice and the courts, but you must show how conditions have changed with the passage of time. You must find a way to get across to the Department of Justice during the coming year that it would be a disaster if exhibition is to be put out of business because of a scarcity of product."

Kennedy pointed out how before the consent decrees the existence of long-term contracts were beneficial to exhibitors as well as the producers, and added. "Along came Mae West and some said block booking made it necessary for exhibitors to play pictures to which the public objected—that was not exactly right but government got interested."

The small exhibitor, Kennedy said, especially needs to be able to buy pictures in large groups.

Cooper Asks 'Clarification'

Cooper explained that he also was talking for exhibitors in smaller situations, as his theatres are in communities of from 1,800 to 25,000. He held that many of the problems of exhibitors such as shortage of pictures, shortage of prints, long runs and high rentals are due to consent decree conditions. He called for a clarification of some of the decree provisions. In conclusion he said that there was a need for former affiliates to make pictures.

Field called for what he termed "a Congress of exhibitor meetings in every exchange area to be attended by all exhibitors." The purpose of these meetings would be "to broaden the basis of direct participation by exhibitors and to create a climate of opinion in each exchange for forwarding to the proper authorities in Washington."

Points to 'Career Men'

Before introducing the last member of the panel Redstone again referred to his experiences, saying, "you can't sell short the views of the career men in the Department of Justice, many of the men in the anti-trust division have spent their entire lives fighting monopoly and discrimination. They have become crusaders. They believe it. These men look with some suspicion on what a former circuit affiliate says. We must know the will and need of the representatives views of every independent exhibitor in the United States. The independents need decree revisions even more than the circuits."

Lightman concentrated on the problem of getting more pictures produced, saying, "If some circuits make pictures, others will, too. The more pictures we can get the more chance we will have to survive."

In the period from 1930, to 1935, Lightman said, Paramount would have gone under without the earnings from the theatres; likewise RKO Theatres earnings at one point kept that company going.

"We should do everything possible to see that these circuits make pictures and get the producers the right to own showcase houses around the country. Let them have 10, 15, 30 or 40 theatres—we in this room have plenty of theatres we would like to sell—we'll be glad to see them in exhibition," he declared.

On the subject of block booking Lightman said, "It was the saddest day in the history of motion picture exhibition when they took away block booking. The old 5/5/5 contract carried a liberal cancellation clause. We did not have to book all the pictures."

[M. P. DAILY pictur

AS THE SHOW STARTED: Robert J. "Bob" O'Donnell asks exhibitors to venture, gamble, explore, embrace the new. With him on the dais at the opening session: Ernest J. Carpenter, Nathan D. Golden, Samuel Pinanski, Ernest G. Stellings, TOA president George Kerasotes, Mitchell Wolfson, Albert Pickus.

Skouras Has 14-Point Plan for Exhibitors

(Continued from page 1)

knew and realized the ultimate results of losing the great value of block booking. Yet you stood by and did not fight."

"Most of you people," Skouras continued, "for reasons of your own, actually wanted divestiture and while you could not come out openly for it, you were willing to stand by while the little independent theatre owners —sincere but misguided—pressed for relief from the Department of Justice."

Skouras predicted, "if the small exhibitor—in this ill-advised effort to improve his situation—sueeeeds in having additional regulations imposed upon the film companies, this may result in such onerous restrictions that our studios will be forced to close and the producing companies will face liquidation."

To show the extent of highly paid personnel Skouras gave figures for 20th-Fox: 200 persons paid over $50,000 annually; 75 over $75,000; 100 over $150,000; 25 over $250,000 and at least 10 who get $500,000 or more. These include those on contract or fee basis for one or more assignments as well as regular employees.

Skouras concluded his talk with this suggested program:

Government loans to theatres

Revision of clearances

Lower admission prices

Decentralization of 1st runs

Elimination of competitive bidding

Elimination of single picture selling

Development of new faces

Production by exhibitors

Exhibitors buy stock in film companies

Theatre showcases for producers

Establishment of a fair arbitration system

Full use of technical advances

Roadshows at advanced prices for costly productions

Keeping features off toll-TV for years.

Some sections of his talk were identical with those given at the Allied Chicago convention, as Skouras reminded his listeners. These sections included Skouras' catalogue of the problems of exhibitor, distributor and producer and of the advertising department; also his glowing words on the importance of the motion picture in a community and before the world at large for the benefit of the United States Government.

Skouras furnished some details on costs that were not in his Chicago talk. He cited one recent film deal in which each of two stars is to receive $800,000, plus a percentage participation; the director $250,000 plus a percentage and the producer his expenses plus 8½ per cent plus $125,000 salary.

He referred also to others in which a star has been guaranteed $500,000 against 10 per cent of the gros

Deploring what he called "a vo in leadership talent" Skouras sa that about 4,000 persons within t industry are paid in exeess of $50,0 a year. This makes executives a creative workers in all braneh the industry the highest paid people in any industry anywhere. "Nevertheless," Skouras charged, "these highly paid executive and creative talents are frequently guilty of making very little effort to work toward the salvation of our industry. As a result there is litt initiative and virtually no leadersh exereised."

Mitchell Wolfso

On the question of exhibitor ow ership of film company stock Skour said:

"You should be on the boards directors of some of the companie You would have stopped the sellin of the backlogs to television. Co panies were principally forced to ma the sales by their stockholders a directors."

Introduced by Wolfson

Skouras ended with an appeal " encourage a new and a fighting i dustry. We are on the threshold of golden age of entertainment—a r naissance of the motion picture. O problems can be solved with dete mination and organization."

Mitchell Wolfson introdueed Sko ras, hailing "his leadership, indu triousness, integrity, manifold abili and rigid adherence to fair play."

After the talk Wolfson said th Skouras would answer any questio from the floor. There were none.

nti-TV Plans

(*Continued from page* 1)

plan would cost," Stellings said, could be $200,000,000. It could $100,000,000." The speaker esti-ted that between 3,500 and 4,000 tures were involved. About 20 to per cent could be generally re-ued with perhaps 50 to 60 per nt in certain types of theatres and the drive-ins.

Stellings told the delegates TOA lieves that the plan will pass any gal or U.S. Treasury objections. If plan goes into operation and the ssue of the product to theatres d release of some of the films to evision ultimately produces a profit er all bonds are paid off, funds uld be used—Stellings suggested— reduce film rentals, establish some ganization to do a job for the in-stry or for charitable purposes.

Reade Clarifies Jameyson Plan

Reade explained the workings of e Howard E. Jameyson-sponsored otion Picture Investors Company, investing company which has E.C. approval and whose initial nds—which were oversubscribed — e invested in eight film companies. he purpose of this company is to rmit exhibitors to have a voice in e affairs of producer-distributor ms and help to prevent them from king such action as selling back-gs to television.

The new investment company is n by a board of directors experi-ced in industry and financial mat-rs, and at present plans are under-ay to secure the services of a paid esident. Stock sells at $10.75, with e 75 cents representing commission d sales expense.

The company functions as a closed-d investment company, Reade said. e also pointed out that company ould not only vote the stock it vned but was ready to vote stock other exhibitors.

Women Entertained Nicely at Conventions

Special to THE DAILY

MIAMI BEACH, Oct. 22. — Mrs. nny Shepherd, chairman of the dies committee, prepared a most un-sual day for the women attending the nventions of the Theatre Owners of merica and National Association of oncessionaires.

Luncheon was served at the Sky-om of the new DuPont Plaza Hotel downtown Miami. Mrs. Harry Bot-ick, assistant chairman, and Mrs. an Myers presented prizes to the omen attending. The group was lead y Mrs. Ernest G. Stellings and Mrs. eorge G. Kerasotes.

By bus, the ladies proceded to the arrot Jungle where there was a walk rough the tropical jungle to see eautiful birds flying all around. The ospitable Floridian hostesses on this ip included Mrs. George Hoover, Irs. Franklin Maury, Mrs. Howard ettingill, Mrs. Ethel Stern, Mrs. Al Veiss, Mrs. Richard Wolfson and Irs. William Scully.

TOA Resolution Pledges Opposition to All Pay-TV

Special to THE DAILY

MIAMI BEACH, Oct. 22. — A resolution unanimously reaffirming the opposition of Theatre Owners of America to all forms of pay-television was passed today at the 11th annual convention of the association. The TOA pledged itself to "present before all appropriate governmental agencies the infringement to the public interest by any form of pay-TV.

The resolution also authorizes the organization's Toll Television Committee to develop a plan to raise funds necessary to carry out its work and take whatever action it deems needed to bar toll-TV whether over the air or carried by coaxial cable.

The resolution was presented to convention by Philip F. Harling following his talk on the subject.

Urges TOA Continue Lead in Pay-TV Drive

Special to THE DAILY

MIAMI BEACH, Oct. 22. — Theatre Owners of America must continue to spearhead the drive to ban toll-television — both over the airwaves and via coaxial cables — by securing "foolproof" legislation, Philip Harling, chairman of the TOA toll-TV committee, said in an address before the annual convention here today. Harling spoke at a morning forum session on "better business vs. television."

Philip Harling

Harling took note of the announcement of the House Commerce Committee that it intends to investigate starting in January plans for pay-TV of sports events to come through the wire. This means, he said, that "what we have been advocating for over six years has finally taken root, and that it is that pay-TV in any form must be outlawed on the grounds that it is against the public interest and certainly not within the province of any administrative body, whether city, state or national, to grant any franchise or license to any special group for pay-TV purposes."

The TOA committee feels that the necessary legislation to ban toll-TV will emanate from the Harris committee with the assistance and cooperation of public opinion, Harling added. The TOA committee is now carrying out extensive legal research in preparation for its appearance at the Congressional hearings.

In the meantime, Harling continued, all exhibitors, regardless of affiliation, must unite in a common drive and work to put an anti-toll-TV campaign into immediate operation. "Time is of the essence," he said.

Television Today

Gene Tierney Returns In GE's 'Doll House'

Gene Tierney will renew her career, after an absence of four years from the screen, when she stars in The General Electric Theatre's production of the Ibsen classic, "A Doll's House," on the network TV series. This was the very same story on which Miss Tierney began production for General Electric for its first TV program when the series began on the air in 1954—a role she was forced to abandon when she became ill. It went on the air as "Nora," with Phyllis Thaxter cast as an emergency replacement.

KOMO, Seattle, Newest ABC Network Affiliate

KOMO-TV, of Seattle, Wash., has signed as a primary affiliate of the ABC Television Network, it was announced jointly yesterday by W. W. Warren, executive vice-president and general manager of KOMO-TV, and Alfrd R. Beckman, vice-president of ABC television station relations. The affiliation will become effective Dec. 10, 1959.

Harrison Joins SG

Paul Harrison has joined Screen Gems as an executive producer, it was announced by Harry Ackerman, vice-president in charge of production for the Columbia Pictures' TV subsidiary. Harrison has just completed directing the new Ann Sothern series at Desilu studios.

Banner, IFD Deal

Banner Films and International Film Distributors, Inc., have signed an agreement whereby IFD will distribute in all areas except the U.S. and Canada the 35 feature films known as the "Banner Package" and the series "Night Court."

NTA Establishes New Offices in Brussels

National Telefilm Associates, Inc., has opened new offices in Brussels, Oliver A. Unger, NTA president, announced here. The newly-established office will handle NTA's theatrical and non-theatrical product in Belgium, Luxembourg and Holland and the company's television program in Belgium and Holland.

Leo Lax, leading figure in the European film industry and president of his own firm, Leo Lax Films, will supervise the Brussels office. National Telefilm Associates now has overseas offices in Paris, Rome, London, Japan, Australia and the Philippine Islands. Offices also are maintained in Toronto and Montreal, Canada.

NBC Reports Sell-Out of 10:30 A.M.-1 P.M.

With $2,300,000 gross revenue in new and additional daytime business being placed with the NBC-TV Network during the past week, the Monday-through-Friday, 10:30 A.M.-1 P.M. (NYT) block of programs is now completely sold out, Walter D. Scott, vice-president, NBC television networks sales, announced.

The additional business is from the Procter and Gamble Company, the Lever Brothers Company and Whitehall Laboratories. It follows the recently announced purchase by Pharmaceuticals, Inc., of five alternate-week quarter-hour segments in three NBC-TV Monday-through-Friday daytime programs.

Donaldson to NBC

The appointment of Ross Donaldson as director, script services, has been announced by Robert F. Lewine, vice-president, NBC Television Network Programs. He will report to Lewine.

B-B Formula for '59 Is Launched by NAC

By GUS BACOLINI

MIAMI BEACH, Oct. 22. — Lee Koken, president of the National Association of Concessionaires, today launched the association's 1959 business building formula entitled "Better Merchandising Equals More Profits."

Members and theatre operators were introduced to an adaptation of the Harvard Case Book method prepared under the direction of James O. Hoover, Martin Theatres, Georgia, program chairman of the NAC convention. Koken was discussion leader of a session on conventional theatres.

The next Harvard Case Book method discussion will be conducted by Phil Lowe, Lowe Merchandising Service. Today's NAC session concluded with a showing of a sales training film by J. J. Fitzgibbons, Jr., theatre Confections, Ltd., producer and commentator.

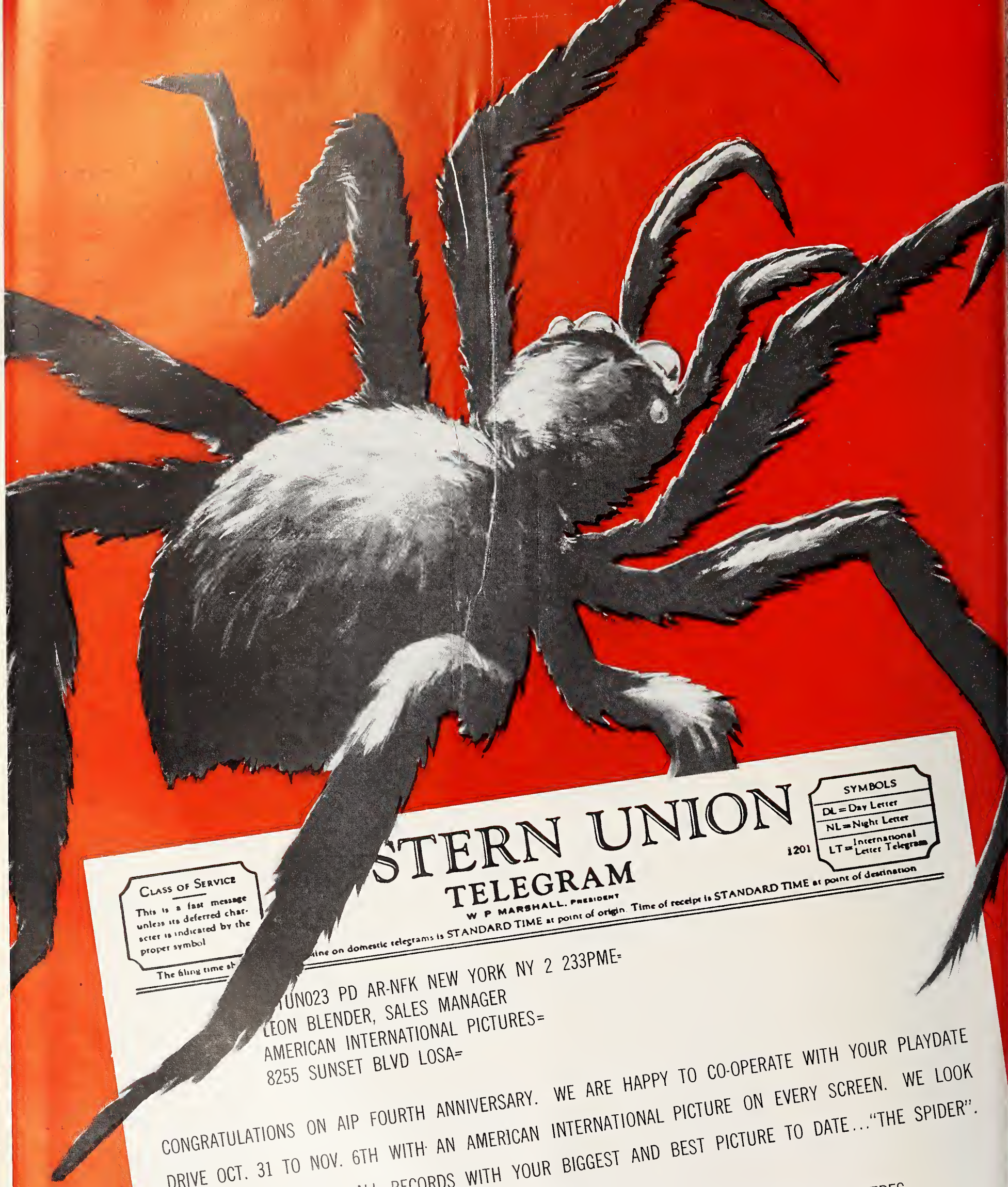
Cinema Lodge

(*Continued from page* 1)

tribution share certificates on behalf of the various B'nai B'rith agencies.

Selection of the winners of the Cadillac and West Indies cruise by a prominent personality will highlight the festivities. Emanuel Sonnenreich, membership director of District Grand Lodge Number One, will be the guest speaker.

Norman Robbins, vice-president of Cinema Lodge and executive of National Screen Service, chairman, and Jack Hoffberg, treasurer of Cinema Lodge, will act as hosts for the occasion.



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All the News That's News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 84, NO. 81 NEW YORK, U.S.A., FRIDAY, OCTOBER 24, 1958 TEN CENTS

...w's Story:

...gel Reports ...harp Upturn ... Earnings

...t Quarter Will be ...hest for It Since '47

...t earnings after taxes of between ...0,000 and $3,000,000 for the first ...er of Loew's current fiscal year, the period ending Nov. 20, were predicted by Joseph R. Vogel, president, yesterday in addressing the N. Y. Society of Security Analysts.

...eph R. Vogel

The result will be the highest for any Loew's quarter since 1947 and contrasts with a ... of 24 cents per share for the ...esponding period a year ago.

...ogel's report on his company's ...very and outlook was completely ...eat and was listened to by an ...O. audience, described as one of ... largest to appear at one of the ...urity Analysts regular luncheons in ...ng time.

...e said that while all of the com-

(*Continued on page 2*)

...arner May Be Able to ...eturn in November

...aek L. Warner, president of War... Bros., will be able to return to ... West Coast home between Nov. ... and 30 if his recovery continues ... its present pace, home office offi...ls have been advised.

...Warner is convalescing at his ...iera residence from injuries re...ved in an automobile accident on ...oad near Cannes, France, in early ...gust.

$300,000,000 In New Films

Special to THE DAILY

MIAMI BEACH, Oct. 23. — Over $300,000,000 worth of pictures for 1959 release were described by representatives of seven companies at a "Better Business through More Quality Product" session of Theatre Owners of America convention this morning. The estimate of production costs

(*Continued on page 5*)

Financial Industry Gives Award to UA

United Artists will be honored by the Commercial Finance Industry at its 14th annual convention at the Waldorf-Astoria Hotel next Tuesday, when UA board chairman Robert S. Benjamin will receive a special award in recognition of the film company's achievements in the business world.

Presentation will be made by Her-

(*Continued on page 3*)

Redstone Pleads for Revision

Consent Decrees Hit, Backed at TOA Meet

Hansen Sees Circuit-Production with Preemptive Rights Out of the Question

By MARTIN QUIGLEY, JR.

(Pictures on Page 4)

MIAMI BEACH, Oct. 23.—The appearance of the head of the Department of Justice's anti-trust division at Theatre Owners of America convention here today took on some aspects of a lively debate.

Following a prepared address by Hon. Victor R. Hansen, Assistant Attorney General, in which production with preemptive rights by former affiliated circuits was rejected, Sumner M. Redstone made a plea for consent decree changes which would increase

(*Continued on page 4*)

U. S. Majors to Handle Soviet Films: Johnston

By J. A. OTTEN

WASHINGTON, Oct. 23.—Major American distribution companies are interested in distributing Soviet films and will each distribute one, Eric A. Johnston, president of the Motion

(*Continued on page 5*)

J. Woodward Is No. 1 Star of Tomorrow

Joanne Woodward, who rose spectacularly to Fame after her Academy Award winning role in "Three Faces of Eve," has been named the Number 1 Star of Tomorrow in the 18th annual poll of exhibitors conducted by *Motion Picture Herald* for the annual, *Fame*.

Joanne Woodward

Exhibitors of the country who are asked each year to select the new stars who have made the greatest impression at their box offices, named, along with Miss Woodward, Red Buttons, Diane Varsi, Andy Griffith, Anthony Franciosa, Hope Lange, Brigit-

(*Continued on page 5*)

National Screen, Distributors Cleared Of Charges in Poster Renter Suit

Special to THE DAILY

PHILADELPHIA, Oct. 23.—National Screen Corp. and the major film distributors were cleared of charges of monopoly and conspiracy in the production and distribution of poster accessories in a ruling delivered here yesterday by Federal Judge C. William Kraft, Jr. of the Philadelphia District Court.

Herman Robbins

The anti-trust action had been brought some nine years ago against NSS and the distributors by Lawlor and Pantzer, operating the Independent Poster Exchange here. The case has held wide industry interest since all parties had stipulated that the result would be binding on six other actions brought by other poster renters against National Screen and the distributors.

In his opinion Judge Kraft held that NSS had not monopolized or attempted to monopolize the advertising accessories or poster renter business. He also found that none of the distributing eompanies had conspired with one another or with NSS in granting exclusive licenses to NSS to produce and distribute their poster accessories.

The court held further that the plaintiffs had not shown any damage

(*Continued on page 3*)

UA WELCOME TOA DELEGATES! UA

PERSONAL MENTION

SID BLUMENSTOCK, coordinator of MPAA promotional activities for the 1959 Academy Awards telecast, left here yesterday for Miami Beach to report to the TOA convention on plans for the broadcast.

•

KENNETH N. HARGREAVES, president of Rank Film Distributors of America, and FOSTER M. BLAKE, general sales manager, will return to New York today from Miami Beach.

•

CECIL B. DEMILLE has accepted the invitation of the City of New Orleans to attend the premiere of "The Buccaneer" there on Dec. 11.

•

ALAN BROWN, producer, has returned to New York from Europe.

•

LOUIS STRICKLAND, president of Striekland Films, Atlanta, has returned to his home there following hospitalization.

•

CHARLES ZAGRANS, Jr., son of the NTA representative in Philadelphia, has passed his bar examinations at Elyria, O., and has joined the law firm of Hyman and Hyman in that city.

•

EVELYN SEEFF and HELEN COHEN, of the Paramount home office secretarial staff here, are on a two-week cruise to the West Indies.

•

R. W. GRABER, Allied Artists special representative in Atlanta, has entered the hospital there.

•

MARCEL HAMEL, Paramount's Paris transportation manager, has left New York for Hollywood.

•

WARREN LOW, film editor for HAL WALLIS, has returned to Hollywood from New York.

Marine Fathers' Unit To Attend 'War' Bow

A large contingent of members from the Marine Corps Fathers' Association of New York will salute Jerry Wald's "In Love and War," a story of Marine heroism in the South Paeifie, Thursday night at the Paramount Theatre here during a gala preview-premiere. The distinguished group, which reserves membership for fathers of Marines now serving in the United States and abroad, will attend the speeial showing en masse, and join produeer Wald in viewing the initial showing of the 20th Century-Fox release.

Vogel Reports Earnings Up

(*Continued from page* 1)

pany's operations are in the black, the most important faetor in the favorable results is the showing made by the MGM studios. He related that Booz, Allen & Hamilton, management consulting firm retained by Loew's last year, predicted the pictures produeed for release from September. 1956, to September, 1957 would lose $17 millions.

Actually, Vogel said, they lost $15,500,000.

The pictures made during his regime, for release from September, 1957, to September, 1958, will show an estimated profit of $1,500,000, or an improvement of approximately $17 millions in studio operations.

"Shooting for 10% Increase"

He said the entire Loew's organization is shooting for a 10 per cent increase in gross revenues in this fiscal year over last, and expressed confidence that the present rate of earnings will be maintained. He disclosed that his administration has effected an $8,000,000 per year reduction of fixed costs and expenses in the overall company.

He spoke enthusiastically of the company's forthcoming produet and predicted that "Ben Hur," which will be ready late next year, will be "one of the biggest money-makers in the history of the business."

"It is not true," he said, "that its produetion costs are running away, or are greatly exeeeding expectations." He said it may be a few hundred thousands over its $13,000,000 budget.

In a question-and-answer period which followed his talk, Vogel said the proposal of Louis Green and Jerome Newman, directors, to spin off the picture company instead of the theatre company in effeeting the company's eonsent decree divorcement is receiving eareful attention.

To Be Presented Wednesday

Management's plan, providing for the separation of the theatre company, and a formula for dividing the assets and liabilities of the parent, has now been eompleted and will be presented to the board at its meeting next Wednesday. At the same time, a committee which has had the Green-Newman plan under study, is scheduled to make a report on it to the board. Indications are management's plan will be referred to the eommittee for study, also.

Vogel said the board is agreed that the divorcement should be completed as soon as possible, without considering an extension of the August, 1959, deadline. He said indieations are one-half share of stock in the new pieture company and the new theatre company will be issued for eaeh share of Loew's held. The outstanding stock of eaeh company then would be 2,650,000 shares. The long term earnings objective of the picture company, Vogel said, is $18-$19 millions before taxes.

He said there are many ways of splitting the company to eomply with the deeree and some of them could work to the injury of the stoekholders. "It is our duty," he said, "to effeet a split-up that will result in making the company worth more and with the ability to earn more."

Vogel disclaimed knowledge of a proxy contest over the divoreement issue, saying he wouldn't want one as it would be bad for the company.

He said the company will receive about $8 millions from pre-1948 films leased to television, and that its ineome from that source over the next few years will amount to $33 millions. He said total contraets represented $52-$53 millions, of which Loew's has received to date about $20 millions.

Vogel estimated MGM's post-'48 films at 250 and cited some of the major reasons for not disposing of them—partieipation elaims of Hollywood guilds, their effects on theatre business, and the like.

Theatre business this quarter, he said, is far ahead of a year ago. The theatres earned $4 millions last year before taxes but after a depreeiation eharge of $2 millions. An appraisal of the theatre properties made three years ago, put a valuation of $65 millions on them, whieh he called too high.

"I feel from now on business will improve," he told his audienee.

R. L. Friedman to NTA

Robert L. Friedman, formerly a sales exeeutive with Universal Pietures, has been named manager of the Mid-Atlantic division of NTA Pietures, Inc., it was announced yesterday by H. H. Greenblatt, general manager.

Two Disney Dividends

HOLLYWOOD, Oet. 23.—Direetors of Walt Disney Productions, at a special meeting today, declared a quarterly cash dividend of 10 cents per share on the company's common stoek, together with three per eent stoek dividend on the eompany's eommon stoek, eaeh payable Jan. 1, 1959 to stockholders of reeord Dec. 3, 1958.

Skouras Services Set

LOS ANGELES, Oct. 23. — The fourth annual services in memory of the late Charles P. Skouras, will be conducted Sunday at Saint Sophia Greek Orthodox Cathedral here.

Talk New MGM Pact for Ben Thau, Vogel Says

Negotiations for a renewal of jamin Thau's employment contra an MGM studio vice-president in progress, Joseph R. Vogel, L president, disclosed yesterday.

Thau's present contract e Oct. 31, he said, and expresse hope that new terms can be a upon.

Loew's in Oil-Drillin Pact on Studio Land

Loew's will enter into an a ment, possibly this week, with tinental Oil Co. for drilling o Culver City studio property, "w the company believes there is p of oil," Joseph R. Vogel, presi told a meeting of the N.Y. So of Seeurity Analysts here yeste

Vogel said the agreement eall no cash outlay by Loew's, whic participate in the revenue as earned. The agreement also inc oil which may be found on pro adjoining the MGM lot.

He said the Loew's board f selling some of the real estate o by the company and a special now appraising the property invo whieh he did not identify. The he said, is to get an idea of pur for which it might be sold an value.

To Film 'Zhivago'

"Dr. Zhivago," the contro novel whieh yesterday brought S author Boris Pasternak the 1958 bel Prize for Literature, will be into a motion picture by Man Productions, Joshua Logan's pendent film company.

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lip L. Lowe Elected sident of the NAC

By GUS BACOLINI

AMI BEACH, Oct. 23.—Philip owe today was elected president e National Association of Concessionaires at the annual membership meeting held at the Americana Hotel, Miami Beach. A new slate of officers and four new directors were also elected.

lip L. Lowe

The new officers who serve a two - year term are: Philip L. Lowe, Lowe handising Corp., Newton Centre, s. president; Harold F. Chesler, tre Candy Distributing Co., Salt City, first vice-president; Spiro pas of Alliance Amusement Co., ago, second vice-president; Mel- Wintman, Smith Management Boston, treasurer.

ntague in Plea for ll Rogers Hospital

Special to THE DAILY

IAMI BEACH, Oct. 23. — Abe ntague, president of the Will Ro- Hospital, appealed to Theatre ners of America members at a heon meeting today to continue r support of the hospital not only joining 4,000 theatres having au- ce collections but by making direct tributions, no matter how small. read from a letter from an ex- tor who has incurred a chest dis- and urged exhibitors to help e funds so that the rooms now upied by hospital staff can be le available to patients.

nna' Bows Nov. 26

Anna Lucasta" will have its world miere in Chicago at the Oriental atre on Nov. 26.

inancial Industry

(*Continued from page* 1)

t R. Silverman, chairman of the rd of the National Commercial ance Conference, Inc., sponsor of convention, which represents re than 100 leading financial com- ies and factors. UA is the first tion picture organization to be gled out for this honor. The award being given to UA in the big busi- ss category. Two other awards will made in the small and medium- ed business groupings.

Specifically UA is being cited "for record of achievement in business owth through the use of commercial ance company funds, as a firm that s set a standard of performance for nerican business and which has ade full use of its opportunity to ow." UA was selected for the award a panel of judges representing top ancial organizations.

NSS, Distributors Win Poster Renter Suit

(*Continued from page* 1)

sustained by them as a result of any action by NSS or the film companies. Lawlor and Pantzer are barred from claiming that the exclusive licenses to NSS from the distributors were illegal since the plaintiffs, as well as other poster renters, had obtained sub-licenses from NSS for accessories and posters produced by it and had distributed these to exhibitors in competition with NSS.

Seen as Test Case

The Pantzer-Lawlor case has had a stormy history in the Federal courts because of its being the test case for all the poster renter litigations, which are now disposed of at the same time. Twice the case had been up to the U.S. Court of Appeals in Philadelphia, and twice to the U.S. Supreme Court. These had been on motions which had disposed of the action on legal grounds. However, the U.S. Supreme Court had ruled that the case be tried in full. It was then tried from October through December, 1957, before Judge Kraft.

Judge Kraft dismissed the action in December, 1957, on the ground that no damage had been proved and issued his final decision yesterday.

Nizer and Beck for NSS

Trial counsels representing NSS were Louis Nizer and Walter S. Beck of Phillips, Nizer, Benjamin, Krim and Ballon. Representing some of the distributors were Bradley Ward and Edward Mullinix of Schnader, Harrison, Segal & Lewis. Warner Bros. was represented by Louis J. Goffman and Mitchell E. Panzer of Wolf, Block, Schorr and Solis-Cohen. Counsels for the poster renters were Francis T. Anderson and Cormac J. Malloy of Gray, Schaffer, & Malloy.

In the course of the trial leading film executives took the stand, including Abe Schneider, Ned E. Depinet, the late Neil Agnew, Adolph Schimel, Samuel Schneider, Thomas J. Connors and Andrew W. Smith.

During the trial Nizer cross-examined the plaintiff, Mitchell Pantzer, for about a week. Pantzer testified he had obtained all of the standard accessory posters which he required from National Screen and at prices which were less than those he had previously paid when obtaining the posters from the film distributors. Pantzer was also questioned concerning his acquisition of posters from other sources than NSS.

Business Had Doubled

In his findings of fact Judge Kraft held that Pantzer and Lawlor had received full supplies from National Screen and that it had also obtained some posters from a truck delivery man called Sacco, knowing that the posters thus received were not the property of the plaintiff. Under cross-examination Pantzer had also testified that his business had doubled during the years 1943 to 1949, the period in suit, and his profits had increased. Judge Kraft concluded from this that Pantzer "had suffered no injury."

In finding that National Screen was not a monopoly nor intended to monopolize, Judge Kraft pointed out that NSS had been the only agency equipped to render the service which the motion picture distributors had delegated to it with respect to standard accessories. He analyzed the "predicament" of each of the film companies which had been suffering heavy losses in the standard accessory business and who found it necessary to increase the prices of accessories which would diminish their use and thus reduce the advertising necessary to stimulate the box office.

War Conditions a Factor

Judge Kraft also found as a fact that the war conditions in 1942 had created a shortage of manpower as well as a shortage of space, and that these were additional economic reasons why the motion picture companies wanted National Screen to undertake this service. Judge Kraft therefore concluded that natural economic business reasons motivated each of the motion picture companies at different times to hand over their accessory business to National Screen as an exclusive agent, and that this was not a conspiracy.

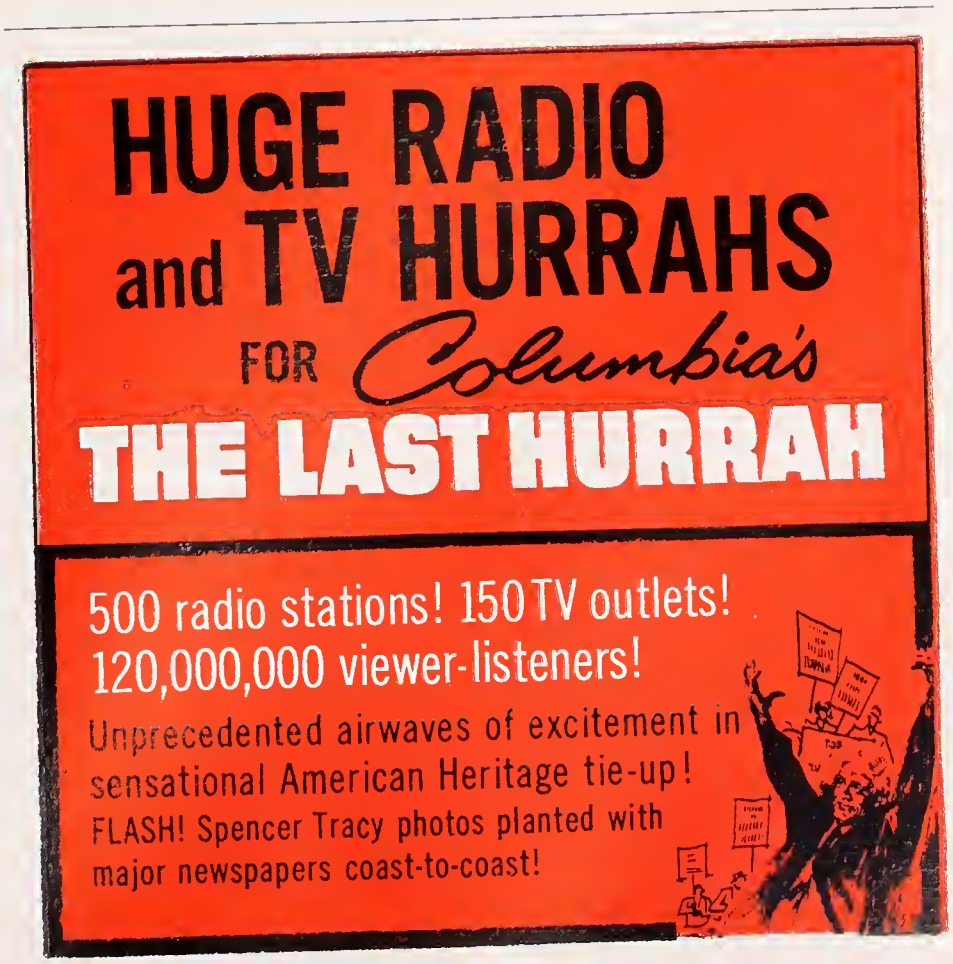
He made separate findings that the executive of each motion picture distributing company who made the decision to designate National Screen as its agent, did so without conferring with any other executives of any other motion picture company as to whether such a decision should be made, and that there was no other agency equipped and experienced to undertake this function.

The court pointed out that National Screen was required under these contracts to open additional exchanges throughout the country and enlarge its staff in order to give efficient service nationally, and that National Screen had invested several million dollars for this purpose. National Screen, therefore, to protect its investment, had asked for five year exclusive contracts, and the Court did not find under these circumstances that there was any illegality in the conduct of the motion picture distributors or National Screen.

In dealing with the relationship of National Screen and its sub-licensees, the poster renters, the court referred to the fact that National Screen was obligated under its contract with the distributors to maintain a full line of supplies, including losing items such at 24-sheets and 6-sheets, whereas the poster renters dealt only in profitable items and avoided the unprofitable ones. Judge Kraft also found as a fact that National Screen, in order to maintain available supplies for all exhibitors, suffered a substantial obsolescence loss since it was impossible to anticipate how successful a picture would be and supplies had to be laid in.

Herman Robbins Present

Herman Robbins, president of National Screen, who testified at the trial and who was in court when Judge Kraft read his lengthy decision, said: "This decision vindicates the position of National Screen that we have always been engaged in a useful enterprise more necessary today than ever to stimulate box office receipts, and that fair and honest dealing with exhibitors, distributors and poster renters which we have attempted to make a trade mark of National Screen integrity had been recognized by the courts."



Consent Decrees Hit and Backed at TOA Meet

(*Continued from page 1*)

the flow of product to the nation.

Judge Hansen made it clear that the Department of Justice was not in a mood even to listen to further arguments that circuits should be allowed to produce with preemptive rights to the resulting pictures. Only on the subject of production without exhibition rights did he hold the door open. Judge Hansen made it evident that even that permission would not be easy to obtain.

Cites National Theatres Case

Referring to the request of divorced circuits to enter production and distribution, with pre-emptive rights to their productions, Hansen declared that the Department had been impelled to deny National Theatres' request "because the direction in which the proposal pointed was back to a system of favored theatres which had led to the Paramount case in the first place. . . . The anti-trust division has the responsibility of not doing anything which impairs free competitive access of producer-distributors to the market."

The assistant attorney general further said that even a proposal to produce and distribute without pre-emptive rights "would by no means be free of difficulty." He pointed out that the decrees prescribe "licensing on the merits" and that a circuit bidding for its own picture could always afford to make the best business proposal because what it would lose as an exhibitor it would make up as a producer-distributor.

'Not Shutting the Door'

"Nevertheless," he added, "because the motion picture industry has some real problems and because we are deeply convinced that a strong motion picture industry is a great national asset, we are not shutting the door. . . . to production and distribution by the divorced circuits on a non-preemptive basis. I do not say we will go for it. But I do say that the opportunity to convince us that we should is still there."

Obliquely answering critics of the Department, Hansen said, "These judgments have received more continuous attention on the part of the division than the judgments in connection with any other case or any other industry."

[Although TOA and Allied States Association are far apart on many issues, there is general agreement that production by former affiliates is desirable. At its recent convention Allied reaffirmed its approval of such production, even with preemptive rights, provided there were suitable provisions to prevent discrimination. So on this subject the Department of Justice stands alone.]

Redstone Reply Applauded

Redstone, speaking for TOA and especially for independent exhibitor members, delivered an eloquent and forceful reply to Judge Hansen. While his tone was polite and his mood restrained, thunderous applause when he finished showed how he was speaking what was in the minds of the assembled TOA delegates.

Redstone told the head of the anti-trust division that he had served as moderator and chairman of the convention considering the decrees and had been asked by Ernest Stellings, TOA board chairman, to summarize the views. "The fact is that there is not now," Redstone said, "and there has not been for many years, a sufficient supply of those high quality pictures" to which Judge Hansen referred as the prime need of the industry.

"The problems are all symptoms of the real disease which finds its source in the decree of the Federal Courts in the U.S. vs. Paramount. Do you think for one moment that we would have the poverty of motion pictures available for exhibition which confronts us today if producers had a vast stake in motion pieture theatres throughout the United States? We independent theatre owners, regardless of any affiliation, with or without the help of the major circuits and of the trade associations—we ourselves have to come to grips with the effects of the decree. Our problem lies not only in the fact that there is a disunity between the interests of motion picture production and motion picture exhibition—we are also in the relatively unique position in American industrial life where exhibitors, as suppliers of a product to the public, are restricted from correcting inadequacies of that supply by producing it themselves."

Hansen Had Cited 'Movie-goers'

Hansen had touched on the requests to the Department to turn the enforcement of the decrees into a path which would perpetuate extensive day and date bookings which in turn would limit a picture's playoff. On criticisms of permissions granted to divorced circuits to acquire theatres, he said, "We feel we must take into account the interest of the movie-going public. It does not serve the long term interest of the industry unnecessarily to deprive the patron of modern and convenient theatre facilities. The judgment test is whether competition will be unduly restrained. This does not mean the protection of existing theatres against competition."

Hansen sympathized with the problems of the industry but he pointed out that these problems have arisen from economic factors and from the growth of television. In this connection he said, "If in the competitive struggle for programming, television is able to command certain product, under our system of competitive markets it is entitled to such product. Accordingly our sympathetic approach to the problems of the motion picture industry must take the form of giving it every possible freedom to compete; we cannot protect it from competition."

After defending the decrees as instruments of creating a competitive climate, Hansen emphasized what they do not do, something "that is not always understood." They do not, he said, remove all business discretion from distributors in the marketing of pictures; they do not contain compulsory selling provisions; they do not prescribe how many successive runs of a picture are to be licensed; they do not prescribe to how many theatres a particular run is to be licensed; they do not preclude move-over runs; they do not limit or regulate the length of runs and, most importantly, they do not regulate film rentals.

Sees Free Competition

"The judgments also do not protect any exhibitor against competition and do not take away the right of any exhibitor, including the divorced circuits, to eompete," he declared.

Redstone, on the other hand, said, "Somehow we independent exhibitors must find a way to bring home to the Department of Justice the most basic principle that, while fears about discrimination are not without merit and without reason, it will accomplish nothing to protect from the possibility of discrimination an independent exhibitor who is going to go out of business because he doesn't have motion pictures to exhibit."

Points to 'Vast Changes'

Redstone concluded by urging the Department of Justice "to take into account the vast changes that have been brought about by the passage of time and by new circumstances. . . . the people in this industry with the resources, both material and human, who have a large stake in exhibition must be given an opportunity —at least experimentally—on an economically feasible basis, of producing pictures which they and we now lack . . . neither I nor any other independent exhibitor today wants to be so protected from the possibility of discrimination by major circuits that we are, in fact, destroyed by an inability to operate our theatres at all."

Pickus, Rosen and Wolfson Win Annual TOA Awards

Special to THE DAILY

MIAMI BEACH, Oct. 23. — Annual Theatre Owners of America Awards have been established, it was announced today by Herman M. Levy, general counsel, at a convention luncheon. Initial presentations went to Albert M. Pickus, Sam Rosen (accepted in his absence by his daughter Mrs. Jack Yellin) and Mitchell Wolfson.

The organization plans to honor each year members who have done the most for the organization.

Citations hailed the contributions made by the initial three honored.

M. P. Daily f

THE SPEAKERS Wednesday: Spyros ... ras, top; Mitchell Wolfson, who introd... him; Walter Reade, Jr., and M. A. ... man, Sr.

Sees Art Houses' Gro... $10,000,000 Weekl...

Special to THE DAILY

MIAMI BEACH, Oct. 23. — Wal... Reade, Jr., president of Walter Rad... Theatres, estimated today that th... present grossing potential of 50 ar... theatres in the U.S. is now $10,0... 000 per week.

...00,000,000 in New Films

(Continued from page 1)

...ade by Walter Reade, Jr., ses-...airman, who said with prints, ...sing and distribution costs the ...investment of the producers ... come to $600,000,000. He ... this tremendous investment ... without advance cost to ex-...s as greatest assurance of pro- ... future.

... session, which attracted a full ...nce of over 150 exhibitor dele-...despite attractions of the Florida ...as addressed by following: John ...ne, Loew's; Maurice R. Gold-..., Allied Artists; Alex Harrison, ...Century-Fox; William J. Heine-..., United Artists; Abe Montague ...ube Jaekter, Columbia; David ..., Universal, and Jerome Pick-...Paramount.

Radio Executive Heard

...ore the talks by sales executives, ...n McClendon, radio station ... and specialist in exploitation ...erchandising, played some radio ...which have been used with suc-...n Texas. He stressed the im-...ce of having radio spots which ... "an imagined transfer" so that ...stener's own imagination stimu-...a desire to see a particular pic-...

...ng many good promotion ... in press books, McClendon ... theatre executives whether ... books were really being used. ...rged all theatre owners to con- ... themselves with programming ...xploitation.

MGM 'On the Way Back'

...ne told TOA members that ... was "on the way back" and ... it intended to remain "the ...lly company." "We will co-...te 100 per cent within the con- ...of what is good business for both ...," he pledged. On the product ...he next 12 months he said that ... before has the company been ...to project a program so far in ...nce. He discussed briefly each ...tion on the schedule.

...ldstein had the audience laugh- ...nost of the time. His quips in-...d: "One exhibitor group wants ... government control; another ...s less. I'm confused. If you're not ...ul you'll confuse Congress and ..., don't take much to confuse ...."

...f Buying and Selling Stock

...llied Artists has been losing ...y and the executives have been ...ng its stock. United Artists has ... making money and its exeeutives ... been selling stoek."

...Ve may be stupid but we are ...ess. We may grow broke defend- ...ourselves."

...n a serious note Goldstein pleaded ...playing Allied Artists product as ...nd features where merited; to stop ...practice of including the company ...nti-trust suits even when they ...ld be glad to give the exhibitor ...n better than he is suing for and ... support of the four to six major attractions planning for the new season.

Harrison who had summarized 20th-Fox product plans by reading a wire to the convention from Buddy Adler yesterday confined his remarks to a plea not to prejudge a picture on the basis of a screening room showing. "Screen every picture with a view in mind of seeking ways and means of selling that picture to the public."

Heineman pointed to the United Artists promise and delivery of product quarter by quarter in 1958 and announced that the company would have at least 28 top pictures in 1959 costing a total of $60,000,000 to make. Looking even further ahead he said that plans were well advanced to deliver at least 30 top pictures in 1960.

Lipton Discounts Rumors

Lipton said that while others were spreading rumors about Universal the company was going ahead with production plans. Four pictures have gone into production in the past four months and four more are scheduled to go shortly. Lipton went over the company's release schedule which has 12 films in the next half year. He pointed out that the pictures being made now were major attractions with important star values. "These are the facts about Universal," he said; "judge this for yourself."

Montague reviewed the discussion held by the management of Columbia and the decision "to stay in the production and distribution business." He recalled, "There was a great temptation to go into a semi-liquidation" but the company has now "retooled" and "looks forward to a great film era."

Referring to the differences of opinion on conditions reflected by different exhibitors Montague said, "if the retailers lack confidence or lack a desire for work, we are fools with a lot of courage. Columbia is about to launch its greatest effort. We need encouragement. We need a will to fight."

Jackter outlined forthcoming Columbia releases. Particular stress was put on the acquisition of literary properties of screen merit and the securing the services of leading stars. He also explained that the company was anxious to develop "new faces."

Pickman Speaks of Meetings

Pickman found by a show of hands that the majority of the delegates had attended a regional Paramount product meeting so instead of going over each picture, he outlined a new policy on cooperative advertising, saying, "We are not reaching the people. We are not going deep enough. How do we let the public know where the pieture is playing when they want to see it? We believe that cooperative money is cut off too soon. Paramount is prepared to expand its base of cooperative advertising where such expansion is justified."

Pointing to the fact that there now are as many as 8,000 possible percentage engagements on a top picture, Pickman said the company will extend cooperative advertising to every situation where such spending is justified.

"We do not want our money used in place of your money," Pickman explained, announcing that the new policy on cooperative advertising will be tested with the company's next four attractions. He also said that the installation of a new business machine now makes it possible to pay the company's share of cooperative advertising within seven days of the receipts of the approved records.

"We will cooperate with exhibition in all direct media over and above a realistic house budget, based on our honest appraisal of the box office potential of the attraction," Pickman declared.

Television Today

TV Industry Unity Is Urged by Sarnoff

Robert W. Sarnoff, chairman of the board of the National Broadcasting Company, told the network's television affiliates yesterday that the future of television depends on how well "we jointly withstand" the eonstant stresses from divergent interests that pull a network and its affiliates in opposite directions.

Sarnoff spoke before more than 300 TV affiliate exeeutives and members of the press gathered at the Plaza Hotel here for the 12th annual NBC television affiliates meeting.

"Thus far," he said, the forces of cohesion have withstood those of division. I personally feel they always will—if the fundamentals of our relationship continue to be viewed in clear perspective. The danger is that expediencies of the moment may obsecure the enduring values of these fundamentals."

The mutual interest and need which exists between the network and its affiliates is a valuable asset worth protecting, Sarnoff said. "When it was under fire in the Barrow hearings, you took the initiative in going to Washington and effectively supporting the integrity of the network-affiliate relationship. If the issuc is ever presented so clearly again, I am sure you will respond in the same steadfast manner."

Ralph Cohn on U.S. TV Delegation to Russia

Ralph M. Cohn, president of Sereen Gems, has been asked by the State Department to serve on the U. S. television delegation that will visit the Soviet Union. He will represent the TV film industry of the U. S. in the mission scheduled to start its study of the Soviet broadcasting system in Moscow on Monday of next week.

Other members of the delegation will represent the networks, independent broadcasters and educational broadcasters. Cohn will concentrate on Russian TV film production and distribution methods and facilities. At a later date, a broadcasting delegation from the U.S.S.R. is expected to visit the industry in the U. S.

The present mission, arranged by the State Department, results from a provision in the Agreement on Exchanges concluded between the U. S. and the U.S.S.R. on Jan. 27, 1958.

U. S. Majors

(Continued from page 1)

Picture Export Association, said today. "The major distributors have promised me that they will each buy one Russian pictures," Johnston told a press conference at the State Department.

Present at the conference with Johnston were Kenneth Clark, MPEA vice-president, and Turner Shelton, head of the international motion picture division of the United States Information Agency. The three returned yesterday from a six-week European trip, during which they successfully negotiated with Soviet government representatives the sale and purchase of each country's films.

Soviet pictures will not be available for showing here until shortly after the first of the year, Johnston said, because the dubbing or sub-titling which must still be done must be approved by the producing country. He said he thought some of the Soviet films would be shown in downtown, first-run houses, and that there would be considerable interest in several of them.

Joanne Woodward

(Continued from page 1)

...te Bardot, Burl Ives, Mickey Shaughnessy and Russ Tamblyn.

In almost all cases the selections of the new stars ran true to form in that they won acting honors in extraordinarily successful pictures. Buttons, with a successful television career behind him, won an Academy Award for his role as Marlon Brando's buddy in "Sayonara." Miss Varsi, unknown and with only slight stage experience, was an overnight sensation in "Peyton Place." Griffith, after appearing in the stage version, became the comedian of the year in "No Time for Sergeants." Franciosa has been in demand since "Hatful of Rain" but "This Could be the Night" and "The Long Hot Summer" this year added to his prestige.

Hope Lange, after some bit parts on TV and in Hollywood came to public attention in ""Peyton Place" and "The Young Lions." Miss Bardot, whose sensational history is unique among the winners, is the only foreign star to be named among the Top Ten.

SHOOTING ENDS FOR STAR-SPANGLED

★★ John Paul Jones ★★

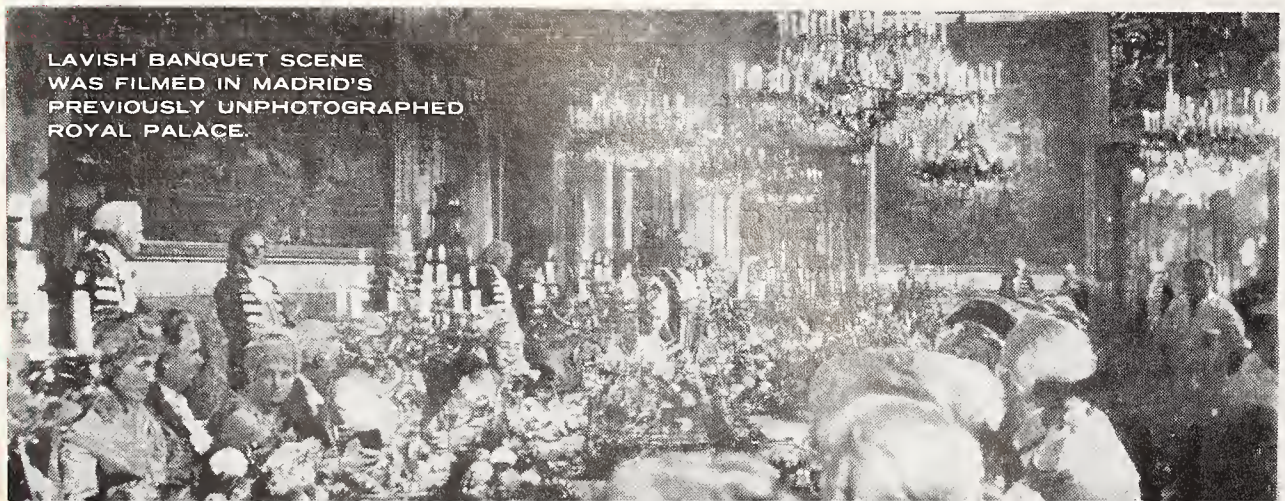
After 12 years of planning and 4½ months of filming, shooting is complete on JOHN PAUL JONES, significant saga of our Navy's fiery founder.

Moviemakers had long eyed Jones' colorful career, long shied at costs of scenes from Virginia to the Volga; from European courts to African coasts. It remained for producer Samuel Bronston and director-writer John Farrow to consummate the monumental undertaking.

They have—on an unprecedented scale. Madrid's Royal Palace and Versailles' grandeur are only two of their elaborate locations. Full-scale replicas of 18th century man-o'-wars re-create the battles in which Jones forged young America's fame. No miniatures or tank shots here!

More than 100 speaking parts are played by an international cast headed by Robert Stack and studded with more stars than the original flag, including Charles Coburn, Macdonald Carey, Marisa Pavan, Jean Pierre Aumont, Erin O'Brien, Bruce Cabot and guest star Bette Davis.

Filmed in Technicolor and Technirama, JOHN PAUL JONES will be distributed by Warner Bros.


LAVISH BANQUET SCENE WAS FILMED IN MADRID'S PREVIOUSLY UNPHOTOGRAPHED ROYAL PALACE.

LITTLE-KNOWN confrontation—Jones a command fleet for man-hungry Catherine of R (Bette Davis). Her other demands lead him to

BEN FRANKLIN (Charles Coburn) aids Jones, charms Mme. de Tellison (Marisa Pavan).

LOVE of Jones' was aristocratic D Danders of Virgin (Erin O'Brien).

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 84, NO. 82 NEW YORK, U.S.A., MONDAY, OCTOBER 27, 1958 TEN CENTS

' and 'B' Theatres

arkley Urges onsistent Plan or Exhibition

uds Former Operating licy as 'Foundation'

By MARTIN QUIGLEY, JR.

IIAMI BEACH, Oct. 26. — Thea- need to return to a consistent op- ing policy, Sidney M. Markley, -president of American Broadcast- Paramount Theatres on Friday told gates to the 11th annual conven- of Theatre Owners of America. larkley said, "We of late have lost t was the foundation of our busi- —theatres with consistent policy." recalled how there used to be an theatre to play outstanding at-

(*Continued on page* 5)

hibitor Aid Sought Building New Faces

Special to THE DAILY

IAMI BEACH, Oct. 26.—Exhibi- were urged to do all they can to in the building of new talent that be the rs of to- rrow" by ducer Jerry ld in a ch here ay morn- g at the atre Own- of America n vention. future of industry de- ls on its ngness to oduce new s, "both before the cameras and nd them," he declared.

Jerry Wald

Producers and exhibitors both

(*Continued on page* 4)

Television Today

Page 6

Soviet-Films Meet Tuesday

A meeting of the Motion Picture Association's board of directors has been set for tomorrow afternoon to hear a report from Eric Johnston, president, on his recent film negotiations in Moscow and visits to other central European countries.

Indications are that the first discussions on distribution of the seven Soviet films purchased in Moscow—two of which still remain to be selected —will be held at the meeting. Johnston said in Washington last week

(*Continued on page* 2)

'Tired Showmanship' Must End, Lewis Says

Special to THE DAILY

MIAMI BEACH, Oct. 26.—Responsibility for many of the industry's problems of today can be laid to "tired, nickelodeon-style showmanship, Roger H. Lewis, United Artists national director of advertising, publicity and exploitation, declared Friday at the "Better Business Through Better Selling" forum at the 11th annual TOA convention here.

Roger Lewis

Lewis declared that production had

(*Continued on page* 4)

Industry Attorneys' Opinions:

Decrees Bar Circuits From Post-'48 Buying

Could Affect TOA, Others; Purchasing Of Stock in Film Companies Seen Okay

Legal opinions that at least three of the divorced theatre companies might be barred by their Federal consent decrees from participation in any exhibitor plan for the purchase of post-1948 film libraries to regulate or control their availability to television have been given to clients by industry attorneys, it was learned at the weekend.

The three companies who the attorneys believe would be so restrained are Loew's Theatres, National Theatres and Stanley Warner.

Plans for the purchase of post-'48 backlogs by exhibitors have been discussed by Theatre Owners of America, Allied States and Metropolitan New York exhibitors.

The consent decrees of Loew's, National and S-W specifically prohibit the three from engaging in the distribution of films. Those of American

(*Continued on page* 2)

Partial Dissent in Schine Contempt Ruling

A dissent in part in the Federal Circuit Court of Appeals decision upholding the conviction and fines against individual and corporate defendants in the Schine Chain Theatres of Gloversville, N. Y., contempt of court case was entered by Circuit Judge Leonard P. Moore.

Judge Moore held that the lower court had erred in its finding that a

(*Continued on page* 6)

Technicolor Earnings, 10 Months, $517,536

From THE DAILY Bureau

HOLLYWOOD, Oct. 26. — The consolidated net earnings of Technicolor, Inc., and its wholly-owned subsidiaries for first ten months, ending Oct. 4, 1958, after taxes, amounted to approximately $517,536, or 26 cents per share, on the 2,016,570 shares of

(*Continued on page* 5)

'Better Selling — Better Business' General Theme at TOA Convention

Special to THE DAILY

MIAMI BEACH, Oct. 26.—"Better Business through Better Selling" was the keynote of the general session of Theatre Owners of America convention today. M. A. Lightman, Sr., was chairman and introduced Robert W. Selig, who served as moderator.

With the theme of each speaker presenting one good idea, panelists were Jerry Wald, Alex Harrison, Jerry Pickman, Roger H. Lewis, Henry G. Plitt, Seymour L. Morris, Harry Greene, David Lipton and Mrs. Margaret G. Twyman.

Wald concentrated on the importance of problems concerning the development of new stars for the films.

Harrison, general sales manager of 20th-Fox, chided exhibitors for not making full use of magnetic sound and not insisting that their theatres present pictures under the best possible technical standards. He also urged exhibitors, especially the larger circuits, to

(*Continued on page* 4)

AB-PT Meet to Set Future Production

The future production policy of AB-PT Pictures will be determined this week in New York when president Irving H. Levin, and vice-president Harry L. Mandell, meet with Sidney M. Markley, vice-president of American Broadcasting-Paramount Theatres, Inc., in charge of production for the parent company.

Levin and Mandell leave Hollywood tomorrow for the meetings which will decide the organization's film-making plans.

S. F. Festival Starting; Levin Glum on Support

Special to THE DAILY

SAN FRANCISCO, Oct. 26. — The second annual San Francisco International Film Festival puts the show on the road Wednesday night at the 1,000-seat Metro with an almost guaranteed box office sell out for the

(*Continued on page* 5)

PERSONAL MENTION

ED SULLIVAN, 20th Century-Fox director of publicity, will return to New York today from a vacation in Florida.

•

CARD WALKER, vice-president of Walt Disney Productions, returned to Hollywood from New York over the weekend.

•

H. H. GREENBLATT, general manager of NTA Pictures, will leave New York today for New Orleans. At the same time, JOE GINS, sales manager, will leave here for Miami.

•

DAVE BADER, vice-president of Atlantic Television, has returned here from Boston and key cities of upstate New York.

•

ANDRE FEHER, president of Rex Films, has returned to New York from Rome, Madrid and Paris.

•

DANIEL MANN, director, and BUDDY LAWTON, cinematographer, will arrive in New York today from Hollywood.

•

ROBERT WAGNER will be in New York on Thursday from the Coast.

•

SAMUEL GANG, National Telefilm Associates foreign sales representative, will leave here on Saturday for the Far East and Australia.

•

FRIEDRICH MAINZ, producer, left New York at the weekend for Munich.

•

BERT ORDE, of "Redbook," returned to New York over the weekend from the Coast.

•

PETER GLENVILLE, director, and DANNY KAYE left here on Saturday for London via B.O.A.C.

'Defiant' Record in D. C.

"The Defiant Ones," Stanley Kramer production, smashed the all-time opening week and second week records at the Lincoln Theatre, Washington, D. C., with grosses of $16,096 and $11,104, respectively, for each seven-day stanza, it was announced by United Artists.

Grace Fischler to Col.

Grace Fischler, journalist and magazine contact in the past for MGM and Paramount, has joined the home office publicity department of Columbia Pictures under Hortense Schoor.

Bar Circuit Post-'48 Buying

(*Continued from page 1*)

Broadcasting-Paramount Theatres and RKO Theatres do not.

However, if the legal opinions proved to be sound, it is doubtful whether the TOA or any other post-'48 plan could succeed without the financial help and other participation of the three national circuits.

'Consistency' Sought

One attorney pointed out that since the government, by filing suit, has taken the position that Screen Gems cannot distribute the pre-'48 libraries of both Columbia and Universal, even if its legal position is unsound in that case, to be consistent it would almost certainly have to challenge distribution of all or even several companies' post-'48 films by a combination of exhibitors, especially in the event that some of the participants were barred from engaging in film distribution by Federal decrees.

The TOA plan contemplates formation of a non-profit trust to acquire post-'48 films, some of which would be reissued to theatres, some distributed to television and others kept on the shelf. Bonds would be issued to producers-distributors for the films and participants' subscriptions and income from distribution would underwrite bond payments.

New York Plan Clarified

The Metropolitan New York plan is similar but contemplates only the purchase of local or territorial rights to post-'48s by participating exhibitors in competition with local television stations.

A sidelight on the legal aspects of the post-'48 libraries situation was afforded late last week when Benjamin Melniker, Loew's vice-president and general counsel, replied to Wall Street reports that the company's post-'48s were earmarked for the new theatre company in the coming division of the parent's assets to effect the divorcement required by the Loew's consent decree.

According to the reports, if the theatre company took the post-'48 library and refused to grant a share of the income therefrom to talent and other guilds, the latter would be powerless to retaliate against a theatre company, as contrasted with a producing company.

Opinion of Melniker

Melniker, denying there is any basis for the reports, said it is his opinion that Loew's Theatres would be prevented by its consent decree from taking the library and in so doing becoming a "picture company" as well as a theatre company. Incidentally, he also pointed out that, even if this were not the case, the theatre company would be highly unlikely to dispose of the post-'48s to TV to compete with itself.

At the same time, industry attorneys appear to be in general agreement that the purchase of stock in production-distribution companies by exhibitors, including divorced theatre companies, with the aim of using a stockholder's voice to influence policy against the disposal of post-'48 libraries to television, is legally in the clear.

Moves of this kind were recommended to exhibitors at the Allied States and Theatre Owners of America's conventions by Spyros P. Skouras, president of 20th Century-Fox, within the past two weeks as a means of combating the release of new films to TV.

Jameyson Trust Recalled

In addition, an investment trust has been formed by H. E. Jameyson of Commonwealth Theatres, Kansas City, with the same purpose in view.

The legal opinion is that the purchase of stock in picture companies by divorced circuits is not prohibited by their decrees, providing, of course, that exhibitors' holdings did not represent control of the companies concerned.

'Uncle Tom's Cabin' Brought Up to Date

A revised, re-edited, and updated screen version of the 1927 Carl Laemmle production of "Uncle Tom's Cabin," now introduced and narrated by Raymond Massey, was shown at the Paris Theatre here last week by Jules Weill and Carroll Puciato, of Colorama Features, Inc.

The film will premiere in December on Broadway and be distributed nationally, timed to herald the centennial of the War Between the States, which began in April, 1861.

The narration and introductory screenplay were written for Massey by Sheldon Stark. Marion Kraft, who edited the original silent version, eliminated written titles, and prepared the film for Massey's narration.

Introductory scenes with Mr. Massey were filmed in Litchfield, Conn., home of Harriet Beecher Stowe. The narrator, against this background of a typical 19th century town, explains the events which led to the writing of the book, and sets the scene for the subsequent drama.

Spiegel Buys 'Summer'

Producer Sam Spiegel at the weekend announced he had purchased the screen rights to Tennessee Williams' short play, "Suddenly Last Summer," and will film it for release by Columbia Pictures next year.

Soviet Films

(*Continued from page 1*)

that all of the companies have ex pressed willingness to handle th Soviet films and that each compan may take one. However, it remain to be determined which pictures wi be distributed by which companie

It is also expected that Turne Shelton, head of the motion pictur division of the U. S. Informatio Agency, will call a meeting of ex hibitors in Washington to inform the of the importance the State Depar ment attaches to the Soviet film de as part of its cultural exchange pr gram and request their cooperatio in giving playing time to the film as a patriotic if not a commerci venture.

Johnston has scheduled a press co ference at the Association offiees he tomorrow morning.

Fourth Russian Film For U.S. Release Set

From THE DAILY Bureau

WASHINGTON, Oct. 26.—Th Russian film "Circus Artists" h been added to the four pictures fro that country chosen for distributi in the U. S., according to Eric Joh ston, president of the Motion Pictu Export Association.

Under the terms of the agreeme between the U. S. and Russia for t sale and purchase of each othe films, two more Soviet pictures mu be selected by the second week November for a total of seven.

Johnston estimated that if there wide distribution for American p tures in the Soviet Union there shou be "a very wide audience running i tens of millions of people."

Mrs. Myrtle Audas, N.S Theatre Owner, Dies

Special to THE DAILY

BRIDGEWATER, Nova Scot Oct. 26.—Funeral services were h last week for Mrs. Myrtle Aud owner of the Gem theatre, Parrsb who died Oct. 19 at the home of l daughter in Hudson, Quebec. M Audas, 62 years old, was the wi of the late Frank Audas and wa member of the Fielding family w have had theatre interests in Maritime Provinces for half a c tury.

She started her theatre career years ago in the Princess, Tr N.S., then operated by her brot Arthur. Later she became manage the Empress and Capitol theatres, A herst, N.S. After the death of husband she continued to operate Gem in Parrsboro until a few mon ago. Her brother Arthur Fielding is president of the S.F.A. circuit Bridgewater, N.S.

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Lewis Urges Fight On Ad Censorship

Special to THE DAILY

MIAMI BEACH, Oct. 26. — Roger H. Lewis, UA head of advertising publicity and exploitation called on exhibitors to fight "the attempt to edit and intimidate film advertising which is a direct threat to . . . every exhibitor." Addressing the TOA delegates Friday Lewis said, "If ad censorship by newspapers and pressure groups is ignored and unanswered, it will open the back door to new attempts to censor films. The time to stop this capricious and malicious meddling is now."

Showmanship

(*Continued from page* 1)

advanced in presenting more adult subjects, better quality pictures and better projection techniques and called on exhibitors and promotion executives to similarly modernize their pre-selling operations and techniques.

"We are in a battle for survival," he said, "and we are stupidly trying to win it with ammunition that is 30 or 40 years old. The situation demands new ideas, new approaches and new manpower, too."

'Subsidy No Substitute'

Referring to various proposals for Federal aid up to and including a subsidy, the UA executive declared, "Subsidy is no substitute for enterprise. Federal funds don't sell tickets. It is up to us, not the Treasury Department, to create fresh excitement and fresh interest in motion pictures."

On specifics he remarked, "It is incredible that ten years after the introduction of television we have not yet found out how to use it to sell pictures." Charging that exhibitors have failed in some instances to utilize tools made available to them, he cited the special audience group listings which UA compiled for the use of exhibitors in setting up previews of new releases. "Though these selective previews created strong word of mouth in field tests supervised by UA, exhibitors failed to capitalize on the program by holding their own showings.

Wants Regular Communication

To implement his modernization ideas, Lewis suggested better year-round liaison between exhibition and distribution. Periodic contacts at conventions are fruitful, he said, but they are not enough. A plan of regular communication must be devised, he said.

'Dark' Opens Nov. 6

Warner Bros.' "Home Before Dark" will have its world premiere at Radio City Music Hall here on Thursday, Nov. 6.

'Better Business thru Better Selling' Theme

(*Continued from page* 1)

give attention to developing young manpower. It was suggested that circuit heads employ some bright young college people to train them to be tomorrow's executives.

Pickman, vice-president of Paramount, reported that he had noted a "tremendous resurgence of selling in the last six to eight months." He urged that this be continued by "spending as much time in selling as in buying." In the past that percentage had run as high as 90 per cent in buying and only 10 per cent in selling to the public, he estimated.

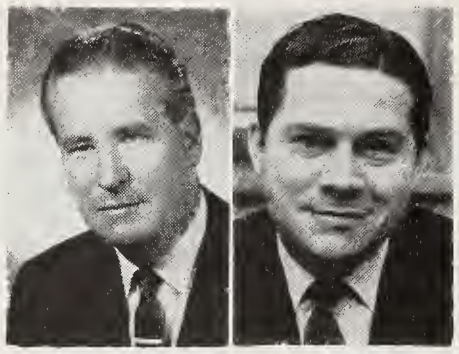
Advances 'Idea of the Day'

For his "Idea of the Day" Pickman said exhibitors should demand equal time with television in the local newspapers. He went on to explain that by this he meant an effort should be made to secure free directory listings showing theatres playing attractions throughout the area served by the newspaper. Such a directory should be alphabetical by picture title so that patrons could find out where pictures are playing, he said.

Plitt for Markley Plan

Plitt, Paramount Gulf Theatres, urged exhibitors everywhere to adopt "the Markley plan" (named after Sidney Markley, supervisor of all United Paramount Theatres in the south). The key to this plan is simply "do it."

Plitt explained that amazing results can be obtained by having managers follow out suggestions in the press books—to do it. He also cited how increased space in newspapers can frequently be obtained by merely asking for it. He urged establishment of



Robert W. Selig Alex Harrison

an exchange area advertising combine, in which the exhibitors in an area would jointly engage a man to work on advertising and promotion much as a buying organization buys books for a number of exhibitors.

'Do It Yourself' Says Morris

Morris, Schine Theatres, pleaded for a "do-it-yourself" approach and not to wait for others to do promotional activities. He outlined a number of successful stunts that had benefited box office, stressing all kinds of premieres.

Greene, advertising and publicity director of Welworth Theatres, Minneapolis, explained the Business Building Forum established in the Minneapolis area to furnish exhibitors with various aids such as mats for cooperative advertising with local merchants, bumper cards and valences. This work is being supported by contributions of exhibitors in the area at the rate of 10 cents per seat. Currently, Green said, efforts are being made to find an advertising man with administrative ability, to head up the activity on a permanent basis.

Lipton, vice-president in charge of advertising, publicity and exploitation for Universal, summarized a number of points made by other speakers. He said:

"Can we survive from one block buster to another? We must get the most out of other good pictures."

Citing figures to show that only half as many people read the movie page of newspapers as the television page, Lipton urged greater use of run-of-paper advertising in styles that would stand out in contrast from department store advertising. He also stressed the importance of using radio to reach teenagers.

Mrs. Twyman, community relations director of the Motion Picture Association, tried to make the exhibitors understand the importance of making a more effective appeal to women, saying that in this area the motion picture industry has lagged behind other businesses. She said that it is estimated that women influence between 68 per cent and 85 per cent of all consumer spending.

'New Faces' Is Wald Plea

(*Continued from page* 1)

have been guilty of ignoring the value of new names," Wald said. "Instead of capitalizing on them they have been afraid of them. Of course, it takes courage to strike out in new directions and to make constructive use of the untried and untested. But if we are to survive, this is exactly what we have to do. We have to build star names today for tomorrow."

Wald pointed out that he did not mean to minimize the importance of established stars whose names "shine brightly on marquees all over the world." His criticism is directed to the attitude "that makes us dependent on a mere handful of top star names to sustain our business."

Stresses 'Really Good Story'

In today's market, the producer observed, "a really good story" is the most important element of a film. "In other words," he said, "if the picture is good, it can have new stars. One appearance in a good picture can do more toward creating a new star than any number of appearances in bad pictures."

On the other hand, the producer added, "it's not good showmanship to go off the deep end and turn up whole casts of unfamiliar names, either. The best solution is a combination of the old and the new; in this way, no one gets hurt, and the youngsters are still given that important chance to prove what they can give."

20th Century-Fox is one studio that has recognized the need for new faces, Wald said, and cited several films in which new talent was introduced by that company recently.

"These bright new faces are going to be the mainstay of our industry in the future," Wald said in conclusion. "Therefore, I think both producers and exhibitors must get behind them with enthusiasm and confidence. With both the major and independent producers becoming more and more aware of the necessity for new faces, the exhibitors must understand this as well."

'Lips' Bow Benefit

The premiere of DCA's "Dreaming Lips" on Thursday, Oct. 30, at the 72nd Street Playhouse here will be a benefit for the Steuben Committee. Among the activities of the Steuben Committee is the sponsorship of the annual Steuben Day Parade, which commemorates the birthday of General Steuben, Washington's aide.

Queen Attending Bow Of 'Colonel' Tonight

From THE DAILY Bureau

LONDON, Oct. 26.—Queen Elizabeth, who turned down a Royal Command Performance motion picture invitation for the same night, will lead an array of royalty, society and diplomatic figures tomorrow night at the royal premiere of Columbia's "Me and the Colonel" at the Odeon Theatre.

Danny Kaye, Curt Jurgens and Nicole Maurey, stars of the film, and producer William Goetz will lead the list of show business personalities who will be greeted by the Queen, Prince Philip and the Duke and Duchess of Gloucester at the royal event, which is being held to aid the British Empire Cancer Campaign of which the Queen is patron. Among other Americans who will be in the reception line are Mrs. Kaye, Mrs. Goetz and Frank Sinatra.

It is expected that the royal premiere, which is looked upon as one of the leading social events of the season, will raise some 30,000 pounds for the cancer fund.

French Film Party

The French Film Office here will give a reception on Wednesday in its offices for Jacques Tati, Gerard Philipe and Genevieve Page.

Nicholson Warns of 'Groove That Becomes a Grave'

Special to THE DAILY

MIAMI BEACH, Oct. 26. — James . Nicholson, president of American ıternational Pictures, warned theatre en attending the Theatre Owners of merica convention here of "the oove that becomes a grave" in his ldress at an AIP-hosted luncheon.

The theatre, said Nicholson, "must ach out to all people. The owner ust open his eyes to the varied ishes of varied people. Some enjoy ıe type of picture. Others will plunk down for something else. The exbitor who changes his theatre's type ill appeal to more types. He will find at there is a large number of people ho like all kinds of movies."

Markley Urges

(*Continued from page* 1)

ıctions and a "B" theatre to play ploitation product. Potential patrons, pecially parents, once knew in genal the policy of each theatre.

Comments of Markley came afte

Sidney Markley George Eby

unexpected exchange enlivened a ncheon sponsored by American Inıational Pictures, which was adessed by its chief executives, James Nicholson, president, and Samuel Arkoff, vice-president and general unsel.

Following the AIP talks, Jerry Wald, ıo had been one of the principal eakers at the morning session, got and raised the question about what pe of product is needed in the instry. "It's fine to make money, but n't harm the motion picture. The ilustry can only be built on quality. tures should not offend the innoıt but also should stimulate the ılt mind," Wald remarked.

To the evident enjoyment of the) delegates and guests present, cholson countered by stating that all P pictures had been passed by the oduction Code and had received " ratings from the Legion of Decy. Arkoff carried the argument ther and more personal by citing plot of "Peyton Place" and saying, hildren love monsters. Monsters do t drink, do not smoke, do not lust other peoples' wives."

Markley told a story that illustrated point that both Wald and Nichol- and Arkoff were right, depending on aims. "From the exhibitors point of view," Markley said "there has not been too much choice of product."

In tracing the record of AIP, Arkoff said that the company started four years ago with $3,000,000 and "we are now shooting our 60th picture." He deplored the tendencies to air industry struggles in public, saying "Our job is the merchandising of glamor and make-believe." He decried the lack of attention to recruiting young manpower and observed that in some cases children of exhibitors were being discouraged from going into the business. "There is too much downbeat —to much talk of liquidation. The liquidators, themselves, can and will be replaced."

Lauds Convention Optimism

Nicholson said this was the most optimistic convention he had attended in the four years he had been making pictures. "Too many pictures are being made for the adult mind and not enough for those under 21," he observed.

Citing the example of how a daily newspaper appeals to all classes and types of readers, Nicholson urged greater ingenuity, which he said was equivalent to showmanship. He urged exhibitors to book exploitation pictures in theatres where such product had not been previously tried.

"We are expanding our budgets and will deliver next year a minimum of 30 pictures of which four will be in CinemaScope and color," he said, and added, "We are not attending our own funeral by selling to television."

George Eby, international chief barker, Variety Clubs, spoke about the charitable and public relations job for the whole industry done by the various local Variety tents.

Sidney Blumenstock, coordinator of promotion for the Academy Awards telecast, explained to exhibitors the ways in which they could cooperate to make the event of greater benefit than ever to the industry.

Commercialism Vies With Glamor As NAC Concludes Its Convention

By GUS BACOLINI

MIAMI BEACH, Oct. 26.—The final business session of the 1958 convention of the National Association of Concessionaires here took the form of a combined NAC-TOA meeting. Presiding chairman was TOA's Sam L. Gillette.

Guest speaker Eugene Fontaine, Howard Johnson Restaurants, developed the subject "Food Cost Control and Profit" to show the importance and methods of controlling a food selling operation.

Lee Koken, chairman of the NAC board presented a summary and the consensus of opinion resulting from the study made of conventional theatre-concession operation using the Harvard Case Book method.

Lowe Talks of Drive-ins

Philip Lowe followed with a similar report on the drive-in results.

Just to keep the proceedings from getting too, too commercial they were interrupted long enough to present Miss America 1958 (Maryanne Mobley) with a set of matched luggage from NAC. In turn, Miss America crowned Miss Candy Girl 1958, who is Dorothy Tierney, who operates the concession stand at the Carib Theatre, Miami Beach, a Wometco house.

Getting back to business, lively discussions ensued on every phase of concession operation. It was suggested that theatres should develop "take home packages" made up of items that would be theatre exclusives, to avoid competing with commercial establishments.

However, the success of this and every other phase of concession selling depends on merchandising, proper promotion and effective use of point-of-sale material, it was pointed out.

'Sellarama' Presented

After the discussion period, which was moderated by Bert Nathan, a film entitled "Sellarama" and showing the "do and don'ts" in operating a concession stand was run by J. J. Fitzgibbons of Theatre Confections, Ltd. Canada, who produced and narrated it especially for the convention.

Before concluding the session Lee Koken, on behalf of NAC presented Bert Nathan, chairman of the board, with a gift of a flat silver service. Philip Lowe presented a plaque to Nathan as a testimonial of his dedicated work in NAC as ehairman of the board 1956-58.

S. F. Festival

(*Continued from page* 1)

entire festival, but executive director Irving M. Levin isn't happy as he might be. Mainly because no American film is among the 12 foreign nations coming up with a total of 16 pictures. "I begged and pleaded with every Hollywood studio to submit an entry" Levin said, pointing out that 20th-Fox made formal application to enter Leo McCarey's "Rally Round the Flag, Boys" and they withdrew the entry on the grounds the print wouldn't be ready on time.

At a press conference today Levin waxed almost bitter against the American film industry for its lassitude concerning the San Francisco Festival.

"They (Hollywood) simply have indicated they don't want to play ball with an international festival in San Francisco" he said. "Don't ask me for their reasons."

"The city of San Francisco hasn't put up a plugged nickel, either for this or last year for the festival" Levin said. "The help we are getting from civic and other organizations compensate in a great measure. But unless we get financial support next year there will be no San Francisco International Film Festival. The project will die under its own weight."

Meeting of TOA Directors On Final Convention Day

Special to THE DAILY

MIAMI BEACH, Oct. 26. — On Saturday, the final day of the convention the Theatre Owners of America board of directors was in session all morning.

In the afternoon there were two round tables: "The Future of the Small Theatre Owner," Albert M. Pickus, moderator; and "Drive-In Theatre Operations, Equipment and Problems," Edward L. Fabian, moderator.

The week long convention ended with a cocktail party sponsored by National Carbon Co. and the president's banquet at which the TOA star of the year award was presented to Deborah Kerr. The host at the banquet was the Coca-Cola Co.

Fashion Show Luncheon Held for the Ladies

Special to THE DAILY

MIAMI BEACH, Oct. 26. — A fashion show and luncheon here was attended by over 150 women at the Eden Roc Hotel. Mrs. Ernest Stellings, on behalf of the group, thanked the TOA ladies committee for all their hospitality.

Ellen Sullivan, daughter of Thomas Sullivan, executive secretary at N.A.C., won the door prize. Mrs. George Hoover introduced the fashion show presented by Jordan-Marsh.

Mrs. Margaret Twyman, community relations director of MPAA spoke on the topic "Today's Fashionable Wife." She outlined the role of the fashion designer in motion picture making. The message she had for exhibitors' wives was that they are working partners in a business, and must keep up with fashions in living, including community activities.

Miss America Is Guest

Breakfast with Miss America of 1959 was highlight in the final day's program for women. Mrs. Sonny Shepherd introduced Mitchell Wolfson, honorary chairman of the convention. Robert Wagner and John Gavin spoke briefly.

After breakfast there was an enjoyable boat tour of the Miami area.

Technicolor Earnings

(*Continued from page* 1)

stock outstanding, it was announced today. Dr. Herbert T. Kalmus, president and general manager of the technicolor companies, said, "this compares with earnings after taxes for first nine months, of 1957 of $591,849, equalling 29 cents per share.

In this comparison it should be borne in mind that profit for 1957 included a non-recurring capital gain of $580,700. Hence the earnings from operations for the first ten months, of the current fiscal year show a marked improvement over corresponding period for 1957."

Schine Ruling

(Continued from page 1)

market existed for the Schine Class B theatres. He held such a finding to be "unrealistic" and supported his conclusion with detailed figures on losses experienced by such theatres.

Judge Moore also held that the lower court erred in holding defendants Donald Schine, Howard Antevil and Darnell Theatres, Inc., in contempt for conspiring with other defendants because they were not named in the original civil action and the consent judgment entered into by Schine Chain Theatres in 1949 could not bind them. He held that the conviction as to the two individuals and the corporate defendant should be remanded for further hearing and findings.

The dissent could be the basis of an appeal to the U. S. Supreme Court, but the Schine defendants have not indicated yet whether they will appeal.

The Federal District court at Buffalo had found the defendants guilty of contempt in failing to meet the divestiture terms of its Federal consent decree and levied fines totaling $75,000. Schine's appealed to the Circuit Court and the two-to-one ruling upholding the lower court was handed down here last Monday.

Name Four More Films For Director Awards

From THE DAILY Bureau

HOLLYWOOD, Oct. 26. — Four addition feature films have been nominated for directorial achievement by the Screen Directors Guild, it is announced by George Sidney, president, for the third quarter of 1958. They are "The Big Country," director William Wyler; "Cat on a Hot Tin Roof," Richard Brooks; "Damn Yankees," George Abbott and Stanley Donen; "Gigi," director Vincente Minnelli, and assistant directors William McGarry and William Shanks.

Rank Regionals Set

Kenneth N. Hargreaves, president of Rank Film Distributors of America, Inc., has set a series of regional managers conferences for New York, Chicago and Los Angeles for the purpose of having field sales personnel meet general sales manager Foster M. Blake, to review current operations, and to discuss forthcoming releases.

Hargreaves and Blake will meet, starting this week in New York, with regional managers Abe Weiner of Boston, Robert Folliard of Washington, and Otto Ebert of Detroit.

IN OUR VIEW

AN intelligent, objective attempt to learn the precise truth about the programs offered the vast American viewing public is vital to the success of the television medium, it is the contention of Donald W. Coyle. Mr. Coyle, vice-president and general sales manager of the ABC Television Network, was speaking recently before a seminar of the Advertising and Sales Excecutives Club of Kansas City.

Television, he declared, must give and take ideas and information to maintain a balanced schedule, and must to that end utilize every available means of acquiring information, since television, is, after all, the modern means of communication. "We must keep in constant liaison with that anonymous audience, the largest in human history, to know its moods and desires," he said. "We must keep a close tab on this audience's many facets, its opinions, its likes and dislikes, its needs and directions." He pointed out that systems of guidance have been devised to attain this end, but that newer and better methods to "measure the pulse" of the public are desirable.

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Mr. Coyle cited the use of mail and audience measurements. There is a great deal of value in letters, he said, since simply and clearly they tell what representative members of the vast TV audience are thinking and feeling at a given time, with respect to a given television offering. "It helps us shape our programs, it molds our thinking, it gives us an invaluable hint as to the trends and turns of the future," he said. Succinctly, he described ratings: "Ratings are guides, not gods. In many cases the rating a program achieves has an iceberg quality. Ninety per cent of the truth is hidden, and we must dive beneath the surface for the full story."

Mr. Coyle made the most valid point that a look behind those ratings affords a sharper picture of the real impact enjoyed by the particular program, and its real value to a particular sponsor. On the basis of information so gathered and carefully and intelligently studied, he intimated, it is possible to predict the potential success, or lack of it, of a new program with a reasonable degree of accuracy.

There is no question but that Mr. Coyle has a valid point when he describes ratings as mere surface guides, if they are taken solely at their face value. The application of intelligent research to the program success area can be of immeasurable value if that information is properly analyzed and studied with sufficient objectivity; in other words, if the analysis is conducted without fear or favor, and without due and careful regard to someone's sacred cow.

Another important point was made by Mr. Coyle and one which should be borne in mind constantly. That is that a program can become so fused in the public mind with the product it sells as to become almost interchangeable. There is real food for thought in that.

—Charles S. Aaronson

Television Today

Sarnoff Wins Critics' Applause wit Answers on Network Operations

By FLOYD STONE

Robert Sarnoff Friday morning in a New Yorker hotel meeting lounge turn and faced his weeklong guests—television critics from Atlanta, and Seattle a everywhere else—and for two hours in behalf of the NBC he commands, a swered questions which ran like this: Why do you still employ Jack Barry? Why do you have so much violence? Why don't you have more children's programs? More specials? More live shows? Do you think people are disenchanted with television? Do you feel critics help or hurt?

Sarnoff's answers and parries and counter questions seemed to newsmen to emerge in a pattern candid, corrective, and where possible informative. They saluted him at the end with standing applause.

Fourth Estate Entertained

The newspapermen and women all week had been given the sights of New York (and its dining delights), and its sounds (as guests at studios and executive sessions), and were to wind it up over the weekend, those who chose, at the Concord. For many it was the first time here, and certainly the first time closeted confidentally with the executives of a great network.

Sarnoff's replies to questions such as those above ran like this:

Barry—the sponsors want him and NBC is happy to have him. As for violence, probably relatively to total programming there's less on networks than stations: the networks campaigned for standards, but can't censor local programming, which draws from sources in which there's probably a high content of violence. "The minute you have a program with a violence which appeals to a large part of the audience, you have a whole group of entrepreneurs running up with those programs."

Sees No 'Disenchantment'

As for children's programs, how does one reconcile the needs of a network with the needs of a limited group? It seemed to him such programs should be a function of stations. As for specials, when you run too many specials they become regulars. Live shows? They ran out of material, and entertainment value. People are not "disenchanted." Even if NBC research hadn't proved people are listening more hours, the preoccupation of the consumer press should be practical proof.

Critics? He said he wouldn't be like some: he wouldn't generalize: some critics help, some hurt. In his mind, a critic's obligation is to be formed.

Other topics, and comments. He f CBS' Life of Stalin, which got barred from Soviet Russia, was qu tionable judgment. A "President Hour," which one critic suggest would be impractical in time and co mercially, he thought, "Specials" permanent: "in almost every ca their ratings are higher than the p grams they replace." Publicizing r ings is "unrealistic, unjust—and ine table." He'd like to eliminate dup cate network coverage of conventio —and boredom—but no one is acti As for color, "We give it a great d of attention, and I don't know wh more can be done. I expect there w be a rise in interest, geometrically."

He doesn't believe in but has barred, previews of live shows. P sonality factors make performanc vary, and previews a poor basis judgment. As for "editorial viewpoin presentation of problems is "disc sion," which is proper and of whi there is enough. Taking a "positio is editorial. More and more statio will take a position. No networks. cannot think of anything worse for network than to support a candidat

Did he have any favorite progran any which he would not want miss? Yes, several, but he'd prefer n to name them. Did he feel NBC d veloped talent? Yes, wherever p sible, but it did not and would n run a talent school or "farm." D NBC experiment? Yes, especially d ing summer months it developed n programs. Did he feel it had n programs with creativity? Well, wh do you define as creativity? If on tel vision it is newness, impact, ori inality, and remembrance, yes, a "Concentration" for instance, is o

ASCAP Meet Thursday

The biannual East Coast meeti of the general membership of t American Society of Composers, A thors and Publishers will take pla on Thursday at the Waldorf-Asto here, Paul Cunningham, ASC president, announced at the wee end. The meeting will be held in t Empire Room and will begin at 2: P.M.

Beers Joins TNT

John L. Beers has been appoint manager, central division, serving t midwest, of Theatre Network Telev sion, Inc., it was announced by N than L. Halpern, president.

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Thanksgiving will be MARDI GRAS time across the U.S.!

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 84, NO. 83 NEW YORK, U.S.A., TUESDAY, OCTOBER 28, 1958 TEN CENTS

EDITORIAL

One Exhibitor Voice

By Sherwin Kane

SPYROS P. SKOURAS, in addressing both the Allied States and Theatre Owners of America annual conventions in the past two weeks, ennumerated as one of a dozen or more of the major problems of the American exhibitor "a complete lack of a united front."

Skouras's proposal for remedying this lack is one of the most sensible, and practical, to be advanced in industry councils in a long time.

•

For many years, there have been repeated urgings for one, big exhibitor organization, dedicated to a united front for exhibition.

The proponents inevitably had in mind the formation, through merger, dissolution, or what have you, of a single national exhibitor organization which would absorb and replace existing national and regional organizations.

There are obvious and ostensibly insurmountable obstacles to such a procedure. So real and so great are they—in the forms of traditions, thinking, economics considerations, personalities and other factors—that no progress in that direction ever has been made.

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Skouras's proposal is different.

"It does not necessarily mean," he told his listeners, "that exhibitor organizations presently in existence should be dissolved, but that all the exhibitors and all the organizations representing them today should have a single voice or agency to speak in their behalf in Congress and elsewhere."

Thus, Skouras's plan is not one organization for all exhibitors, but one voice for all exhibitor organizations.

This is a realistic and an attainable goal.

It is essential if any of the badly needed Federal consent decree revisions are to be obtained, or if the exhibitor welfare is to be effectively served in other areas.

TOA may have taken the first step at its final board session last Saturday in Miami Beach when it moved to seek coordination of industry representations for decree changes. In this, it is deserving of encouragement and support.

'Breakthrough' Predicted in Canada On Drive for Sunday Operations

Special to THE DAILY

TORONTO, Oct. 27.—Sunday movies, always a hot issue in Canada, may soon see a breakthrough. The issue is to be debated at the meeting of the Motion Picture Industry Council of Canada which is scheduled here for Wednesday.

The Council three years ago paid $5,500 for a report on how the people of five cities felt about Sunday films. Of the cities, only Toronto (58.2 per cent) and Ottawa (53.2 per cent) returned yes answers.

In London, only 25.2 per cent of those canvassed said yes. Windsor was 45.9 per cent in favor, and Hamilton a meagre 42.6 per cent on the affirmative side.

But the picture in Canada is changing. Theatre lights are going on. Peo-

(*Continued on page 2*)

TOA to Seek Unified Action on Decree Changes

Special to THE DAILY

MIAMI BEACH, Oct. 27. — Theatre Owners of America hopes to be able to coordinate the efforts of all branches of the industry to obtain relief from or revision of some of the provisions of the Federal consent decrees which have become needlessly restrictive and burdensome under changed conditions in the industry. TOA's aim will be the presentation to the Department of Justice of recommendations reflecting unified industry thinking on decree changes.

The TOA board discussed plans for initiating such action at its final meeting here at the weekend.

Sees Growing Sentiment For U.S. TV Control

From THE DAILY Bureau

WASHINGTON, Oct. 27. — There is growing sentiment in Congress for increased Government regulations of television and radio, the nation's broadcasters were warned today. Harold E. Fellows, president of the National Association of Broadcasters,

(*Continued on page 6*)

Marshall Neilan, 66, Veteran Director, Dies

Special to THE DAILY

HOLLYWOOD, Oct. 27.—Marshall (Mickey) Neilan, veteran director and Hollywood celebrity, and one of the film capital's most colorful individuals died last night of cancer at the film colony's hospital. He was 66. He had been critically ill for the past several months and had undergone several operations.

He entered the industry in 1909 and quickly rose to prominence as writer, producer and director. He directed Mary Pickford in "Rebecca of Sunnybrook Farm" in 1917 at Paramount. He also directed Charlie Chaplin, Colleen Moore, Jean Harlow, Wal-

(*Continued on page 3*)

REVIEW:

I Want to Live!

Figaro—United Artists

IN SPITE OF—not because of—the fact that they have defied several of the most important conventions of movie-making, producer Walter Wanger, director Robert Wise and star Susan Hayward have turned out a production of tremendous cumulative suspense and almost overwhelming emotional impact. "I Want to Live!" should be one of the most talked about pictures of the year and will probably earn an Academy Award nomination for Miss Hayward as well as Wise.

Based on a true California murder case of about five years ago, the film has as its chief protagonist the much publicized central figure of that case, Barbara Graham, convicted perjurer and prostitute. With two petty hoodlums, Miss Graham was tried, convicted and executed for the

(*Continued on page 7*)

Final Action

TOA Calls for Research on Film Industry

Board Also Endorses U.S. Participation in Festivals

By MARTIN QUIGLEY, Jr.

MIAMI BEACH, Oct. 27.—Theatre Owners of America has called for a public service foundation or fund to undertake a research program on behalf of the motion picture industry, compiling statistical data on theatres, attendance, income of various segments of the industry, employment and the impact of American films on foreign lands, among other matters.

Action requesting the survey was taken in one of two resolutions adopted by the TOA board of directors and executive committee at the weekend as the organization's 11th annual convention was brought to a close at the Americana Hotel here.

In a second resolution, the TOA board endorsed the participation of

(*Continued on page 3*)

M-G-M to Make 'Finn'; Claims World Copyright

M-G-M announced yesterday that it plans to place a musical version of Mark Twain's "Huckleberry Finn" into production in 1959 as one of its "top attractions." The project has been pending since 1953, since which time the studio was reported to be stymied by casting problems.

Announcement of intentions to go ahead with the film, made in Hollywood yesterday by studio production head Sol C. Siegel, came right on the

(*Continued on page 6*)

TRADEWISE
on page 2

Television Today
on page 6

PERSONAL MENTION

HENRY MARTIN, Universal Pictures general sales manager, returned to New York from Chicago yesterday and will leave here today for Atlanta.

•

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, and BERNARD LEVY, his assistant, will leave here today for New Haven, Hartford, Worcester and Boston.

•

LEE ORGEL, Regis Films vice-president, has arrived in New York from the Coast.

•

KARL F. DE VOGT, foreign sales manager for Bavaria Filmkunst, A.G., has arrived in New York from Paris.

•

PETER HORNES, president of Union Film Distributors, will leave New York today for San Francisco, after which he will visit Hollywood.

•

TOM JONES, Walt Disney studio publicist, has arrived in New York from the Coast for talks with officials of Buena Vista.

•

HAROLD ROBBINS, author-producer, will be interviewed on Sunday by VICTOR GILBERT at Stonehenge Inn, Ridgefield, Conn.

•

TREVOR HOWARD has left New York for Europe.

'Houseboat' Strong in Three-Theatre Holdover

"Houseboat," now playing three engagements, is showing strong holding power, setting second-week records at the theatres, Paramount Pictures reported yesterday.

At the Arcadia in Philadelphia, the first week's gross was $24,053; and the first five days of the second week, $17,074. At the Ontario in Washington, D. C., the first week's take was $16,031; first four days of second, $10,005. At the Saenger in New Orleans, the first week figure was $18,449; for the first four days, second week, $11,377.

Hotchner Novel Bought

Sapphire Films of Great Britain has purchased A. E. Hotchner's Random House novel, "The Dangerous American" for a 1959 production. Negotiations for U.S. distribution rights are currently in process with several major companies.

TRADEWISE

By ONLOOKER

MANY on the distribution side do not share TOA board chairman Ernest Stellings' optimism that the radio disc jockey phase of the all-industry business-building program will be under way before the end of the year. Stellings expressed confidence that the radio promotion would be in progress by Christmas after the TOA board meeting in Miami Beach last week authorized the organization to contribute up to $5,000 to make up the $165,000 which represents exhibition's share of the radio campaign. . . . However, distribution has still to express itself on whether it will agree to inaugurating the radio promotion separate from the newspaper campaign and public relations program, which were equally integral parts of the business-building campaign. . . . Distribution is pledged only to match $1,150,000 in exhibition cash, when it is raised, to finance the complete $2,300,000 program which was to have gotten under way last June 1. Before it can scrap that commitment and approve (or disapprove) the new, one-shot procedure, board action by the Motion Picture Association of America will be necessary. From many current indications, affirmative action on such a procedure is far from certain. Instead, many distributors think exhibition would do better to apply all of its energies between now and next spring to trying to raise its full $1,150,000 as originally planned so that the full program might be gotten under way on June 1, 1959, when radio listening is at a peak season and all drive-ins are open to benefit from the campaign along with conventional theatres.

SOME INDUSTRY advertising men occasionally wonder just how serious or widespread is the public criticism of film and theatre advertising. Is it really objectionable to any significant segment of the public? Has it actually offended patrons and friends of the theatres? Or, was it minor, passing unrest caused largely by a succession of simultaneous releases of imported films, sensationally advertised, together with simultaneous release of numerous so-called "horror" films? . . . The answers are not come by easily but it gives pause when the limited reaction to the recent strident cry for censorship raised by the Scripps-Howard columnist Mrs. Walter Ferguson is considered. One writer-to-the-editor, obviously rejecting Mrs. Ferguson's invitation-to-do-something-about-it, reminds that "To agree to censorship means that we accept the concept that someone else knows what is best for us. It is our duty as parents to perform this job ourselves and not to delegate this responsibility to others." . . . Another says, ". . . it behooves parents to read the (film) reviews diligently. However, the censorship reins must be tightened on plays that can be viewed when we flick on our tv machine." . . . Some patrons, it seems, are far less exercised than those who presume to speak for them.

APPEARING ON Edward R. Murrow's CBS-TV Sunday evening program, Eric A. Johnston, Motion Picture Association president, referred to "12" American films having been purchased by the Soviet, "The Bridge on the River Kwai" among them; whereas the agreement Johnston concluded in Moscow calls for 10 American films and "Kwai" is not one of them. . . . It seems the program was taped several weeks before Johnston left for Moscow and those were among the expectations at the time. . . . Just as Joseph R. Vogel, Loew's president, was denying to a Wall Street audience in a luncheon talk last week that "Ben Hur" costs are running away, Frank Farrell, World Telegram & Sun columnist was giving the discredited rumor further circulation. The picture, he wrote, "is reportedly 75 days behind its shooting schedule and around $4 million over the budget." Vogel said it may be "several hundred thousand over budget" when completed, and the company is not complaining.

'Breakthroug

(*Continued from page* 1)

ple are watching movies on TV s on Sundays.

So why not movies in a theatre Sundays?

In Canada, only Quebec citiz can watch Sunday films.

What is the attitude of theatre ecutives?

John J. Fitzgibbons, president Famous Players Canadian Corpo tion, said: "We see no reason w motion pictures should not also made available to those thousar who wish to see new motion pictu at times when they have the leis to enjoy them in surroundings signed for their proper presentatio

C. R. B. Salmon, executive vi president of Odeon Theatres (Canac Ltd., said that with the importa exception of Quebec, Canada is t only country among the weste democracies that does not permit Su day operation of theatres.

Private Societies Hold Shows

"The success of private film s cieties, which show films on Sunda in some of our theatres, indicates th there is considerable unsatisfied d mand by the public to go to a the tre on Sunday if they wish."

If the theatres did open, they wou run into opposition from the Lor Day Alliance of Canada, whose enti objection was built on the argume that theatre employes would have give up their day of rest.

Lou Lodge, business agent for L cal 173 of the IATSE, said the unic had always opposed Sunday movie

"But I think there has been change of view on the part of mar of our members. After all, we are depressed industry and there are mar men who are out of work. We haven been able to make the progress othe unions have."

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
"CAT ON A HOT TIN ROOF"
ELIZABETH TAYLOR • PAUL NEWMAN • BURL IVES
JACK CARSON • JUDITH ANDERSON
FROM M-G-M IN METROCOLOR
and GALA NEW STAGE SPECTACLE

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Always Get Your
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PEOPLE

Karl Hoblitzelle, president of Interstate Theatres, Dallas, was honored at a luncheon there last week on the occasion of his 79th birthday. The affair was held in the executive dining room of the Republic National Bank.

□

Milton Schwaber, head of Schwaber Theatres, Baltimore, who donated the land for the new Enoch Pratt Free Library, attended with Mrs. Schwaber the ground-breaking ceremonies presided over by the city's mayor, Thomas D'Alesandro, Jr.

□

Frank O'Neill, formerly in charge of the Stanley Warner Palace Theatre, Norwich, Conn., has been named manager of the Delaware, the circuit's house in Albany, N. Y. John McKee has been placed in charge of the SV Avon Theatre, Utica, under city manager William Leggiero.

□

Joseph and Lawrence Corvi have taken over the Ohio Theatre, Yorkville, O.

□

W. H. Spears, who has been a salesman in Montreal for Empire-Universal Films, Ltd., has been appointed acting branch manager, succeeding Michael J. Isman, who has severed his connection with the company.

□

Charles Champine, for the past 12 years manager of the State Theatre, Waterville, Me., for Lockwood & Gordon, has been promoted by the circuit to the post of Waterville city manager, effective immediately.

Marshall Neilan Dies

(Continued from page 1)

Mae Beery, Marguerite Clarke and Blanche Sweet, whom he later married. His first wife was Gertrude Bambick.

In 1925 he headed his own studio, Marshall Neilan Productions. His forties were meteoric after he joined the Biograph Studio in the early days of motion pictures. He worked under David Wark Griffith, first as an actor, later as a director. As a leading man he played opposite Miss Pickford in several of her early successes.

He worked in an aircraft plant during World War II, then returned to Hollywood, joining 20th Century-Fox as an associate producer in 1944. Some of his pictures from 1928 included "Take Me Home," "The Last Mile," "Taxi 13," "Fog," "Sweethearts on Parade," "Vagabond Lover," "Banned Legs," "Hell's Angels," "Social Register," "Lemon Drop Kid," "Mississippi," "This Is the Life," "Swing It, Professor" and "Cheers for Miss Bishop."

He is survived by a son, Marshall,

TOA Calls for Research on Film Industry

(Continued from page 1)

the American film industry in the major film festivals in Europe.

Changes in the U. S. motion picture industry within the past 20 years are cited by the TOA board as one reason that an up-to-date statistical report is necessary. The resolution states that the conditions "which impelled U. S. vs. Paramount anti-trust decrees, instituted more than 20 years ago by virtue of conditions that existed prior to that time" are no longer present.

'Great Hardship' Cited

"These decrees," it continues, "have caused great hardship in the production, distribution and exhibition of motion pictures, resulting in loss of employment, less attendance, higher admission prices to the public, less selectivity in public motion picture entertainment, great hardship to merchants in neighborhoods and small towns where theatres have closed."

Also cited is the advent of television, "which has created an entirely new competitive method of mass entertainment, of education, and of public service programming."

The resolution further states that the great influence of the American film "might be lost as a unique medium of artistic expression, American prestige, and communications, both within the U.S. and throughout the world, thereby affecting the peoples of the entire world."

Contained in the resolution is authorization for the head of TOA to appoint a committee to secure the "definitive research."

Frisco Festival Endorsed

In the resolution on film festivals the TOA board pointed out it had already gone on record as endorsing the international film festival in San Francisco and urging exhibitors to support it. In asking continued representation in the foreign film festivals, the board observed that "the foreign market is vital to the economic welfare of the American industry since it returns from 45 to 50 per cent of world gross revenues."

In another action at the weekend the TOA board named a committee to attempt to correct the practice which allows military theatres to show features in advance of nearby commercial theatres. Robert O'Donnell is chairman of this committee, which also includes as members Ernest G. Stellings, Robert Livingston and Albert Pickus.

The "Denver Post's" special publication for free distribution in theatres was endorsed by TOA and Robert Selig was named chairman of a committee to explore the matter. M. B. Smith, Kansas City, is a member of the committee, and Charles Simonelli chairman of the advertising directors committee of the Motion Picture Association of America, has been invited to join the group.

Philip Harling Reappointed

Philip F. Harling has been reappointed head of the TOA small business committee and has been instructed to look into the new investment trusts of the Small Business Administration and make any suitable recommendations to the TOA board. Under recently approved legislation the establishment of small investment trusts to make loans to small businesses has been encouraged. The government, through the Small Business Administration, is prepared to make loans to the approved investment trusts.

TOA Midwinter Board Meet In Washington, March 1-4

Special to THE DAILY

MIAMI BEACH, Oct. 27. — The midwinter meeting of Theatre Owners of America's board of directors will be held at the Mayflower Hotel in Washington, D.C., March 1-4, 1959, it was decided at the board's final session here at the weekend.

Three Circuit Heads Join TOA at Meeting

Theatre Owners of America announced yesterday that heads of three circuits had joined the organization during its 11th annual convention at the Americana Hotel in Miami Beach last week.

The new members are: Gerald J. Shea, head of Shea Enterprises, Inc.; Ben Sack, president of Saxony Theatres of Somerville, Mass.; and Philip L. Lowe, new president of the National Association of Concessionaires, head of the Lowe Merchandising Service of Newton Centre, Mass.

Woolf Resigns from British Lion Board

From THE DAILY Bureau

LONDON, Oct. 27.—John Woolf today announced his resignation from the reorganized board of British Lion Films "in order to be free to make my own varying arrangements for future financing and distribution of my films." Woolf is also now active as a director of Anglia Television, recently appointed commercial TV contractors for East Anglia.

Financed 40 Films

Since 1950 Woolf, through his own companies, has financed and organized the production of some 40 films distributed through British - Lion. Douglas Collins, B-L chairman, said today that the company "looks forward to distributing future Woolf productions."

Tati Presents Scroll To Stellings at Miami

Special to THE DAILY

MIAMI BEACH, Oct. 27.—Jacques Tati, French comedian and director, presented an honorary scroll from the French film industry to Ernest G. Stellings, outgoing president of Theatre Owners of America, at the convention dinner here Saturday night. The scroll was given to Stellings in recognition of his work on behalf of the French film in the U.S.

Handled by Continental

Tati's latest picture, "My Uncle—Mr. Hulot," was screened for TOA delegates at the Surf Theatre here Saturday afternoon. The picture is being released in this country by Continental Distributing, Inc.

Past Presidents Club Of B'nai B'rith Meets

Jack H. Levin, president of Certified Reports, Inc., will preside at the annual function of the Past Presidents Club of B'nai B'rith at the Picadilly Hotel here tomorrow night. The retiring presidents of 200 B'nai B'rith Lodges will be inducted into the club by Federal Judge Sidney Sugarman. Levin is president of the club.

Cinema Lodge is represented in the club by A. W. Schwalberg, Arthur Israel, Jr., Irving H. Greenfield, Adolph Schimel, Levin, Robert M. Weitman, S. Arthur Glixon, Saul E. Rogers, Martin Levine, Burton E. Robbins and Max E. Youngstein.

Frenay Resigns Post as French Prod. Delegate

By HENRY KAHN

PARIS, Oct. 24 (By Air Mail) — Henry Frenay has resigned as delegate general of the French Producers Syndicate, it was learned here today, although he will remain in office under the terms of his contract until March 31, 1959.

His resignation was learned of with dismay in many industry quarters, for he brought to the industry the sense of duty and discipline of his Resistance days. He was a member of General de Gaulle's post-war government and later was invited by the French producers to create and fulfill a service similar to that created by Sir Henry French.

Committee Unproductive

Frenay's work was very difficult and exacting because the producers syndicate has several hundred members who rarely produce films, and their conflicting viewpoints made discipline difficult to enforce. Frenay set up a committee to read film manuscripts, a special control commission and a cooperative to study means of reducing production costs. Unfortunately none of the committees was able to achieve very much.

Frenay has nevertheless continued to try to reorganize production, but his efforts led to a split in the syndicate and this is believed as having brought about his resignation. It is regarded as unlikely that Frenay will be replaced.

BIG BOOK! BIG CA

JEFFREY HUNTER
as Adam

DIANNE FOSTER
as Maeve

PAT O'BRIEN
as Gorman

BASIL RATHBONE
as The Banker

DONALD CRISP
as The Cardinal

co-starring

JEFFREY HUNTER · DIANNE FOSTER · PAT O'BRIEN · BASIL RATHBONE · DONALD CRI

Screen Play by FRANK NUGENT · Based on the Novel by EDWIN O'CONNOR · Directed and Produced by JOHN FORD · A COLUMBIA PICTURE · A JOHN

T! BIG PICTURE!

JACKIE GLEASON
as Luke Gillen

JANE DARWELL
as Delia

SPENCER TRACY

at his
triumphant top
as Frank Skeffington

FRANK McHUGH
as Festus

EDWARD BROPHY
as Ditto

RICARDO CORTEZ
as Sam

WALLACE FORD
as Hennessey

JOHN CARRADINE
as The Editor

THE LAST HURRAH

the fun
d fury
f the
best seller!

ES GLEASON
TION

FROM *Columbia!*

Television Today

Who's Where

Robert D. B. Carlisle and **Isabel Redman** have been added to the executive staff of Telestudios, Inc., **George Gould**, Telestudios president, announced. Carlisle has been named to the newly-created post of production supervisor and Miss Redman will assume the duties of staff producer.

□

Appointment of **John W. Kiermaier** as assistant to the president was announced by **Walter Kingsley**, president of Independent Television Corporation. Kiermaier joined ITC at the itme it was organized this summer by the Jack Wrather Organization of Beverly Hills, Calif. and Associated Television, Ltd., of London. Prior to his promotion, Kiermaier was business manager of ITC.

□

Charles Norwood has resigned as news director of WHCT, the CBS-TV owned-and-operated Hartford outlet, to join the public relations staff of Congressman **Edwin H. May, Jr.** Latter is running for re-election in the Nov. 4 campaign.

□

Frank Wooding has resigned as public relations-promotion director of WNBC, the NBC-TV owned-and-operated West Hartford outlet. He did not disclose future plans. He served as political editor of the "Bridgeport Herald" prior to joining WNBC several years ago.

□

Paul W. Morency, president of the Travelers Broadcasting Service Corporation, operating WTIC-AM-FM-TV, Hartford, has been named to a three-year term as director of the Hartford Chapter, American Red Cross.

U.S. TV Rein

(*Continued from page* 1)

told the association's fall conference that this sentiment was "the greatest peril to our industry and for that matter to the public interest."

Fellows mentioned legislative possibilities aimed at network regulation, restrictions on ownership, controlling advertising, music licensing, pay television, and community antennas. He urged broadcasters to unite against efforts to hamstring the industry through legislation.

Bob Mathias Signed For 'Troubleshooters'

Olympic star Bob Mathias has been signed for the second major role in "The Troubleshooters," an action series of 39 half-hour programs toplining Keenan Wynn, a Northstar Pictures, Ltd., production which United Artists Television, Inc., is financing and distributing.

Production begins in three weeks in Hollywood.

RCA Quarter Sales At $292,199,000

Sales of products and services of the Radio Corporation of America and its subsidiaries in the third quarter of 1958 amounted to $292,199,000, compared with $288,677,000 for the third quarter of 1957, David Sarnoff, chairman of the board, and John L. Burns, president, announced.

RCA earnings, after Federal income taxes, amounted to $6,254,000 for the July-September quarter this year, compared with $8,009,000 for the same period last year. After payment of dividends on the preferred stock, this net profit represents earnings on the common stock of 40 cents per share, compared with 52 cents per share earned in the third quarter of 1957.

Sales during the first nine months of 1958 totaled $834,753,000, compared with $853,667,000 for the 1957 period. Common share earnings amounted to $1.26 this year as against $1.87 in the same period last year.

'Hurrah' Big Grosses

Columbia's "The Last Hurrah" rang up top grosses in its first weekend at the New York Roxy and Boston Orpheum despite bad weather conditions, the company reported yesterday.

In the world premiere engagement in Boston the figure for four days plus one show is a huge $22,850, with a "sensational" $7,800 Saturday. In rain-drenched New York, the Roxy recorded $52,000 for the first four days.

'U' Combo Popular

Universal's new "horror" combination of "Blood of the Vampire" and "Monster on the Campus" rolled up top business at the Gopher Theatre in Minneapolis and the Strand in St. Paul last week, the company reported yesterday. The first five days at the Gopher totalled $8,047; and the first four at the Strand $5,214.

Mann to Movie Stamps

Robert L. Mann, formerly with 20th Century-Fox as a salesman and more recently with Columbia Pictures in its now-closed Houston branch, has been named Texas franchise representative for Movie Stamps, Inc., trading-stamp plan established for the exclusive use of film theatres.

AA Has 20 in L. A. Area

Allied Artists "Queen of Outer Space," with Zsa Zsa Gabor in the title role, and "Frankenstein—1970," starring Boris Karloff, have been selected to open in 20 Los Angeles area theatres on Nov. 12. Eight of the situations are drive-ins.

Brynner to N. O. Bow

NEW ORLEANS, Oct. 27. — Yul Brynner, who stars in Paramount's "The Buccaneer" as Jean LaFitte, the pirate-patriot of the War of 1812, will join Cecil B. DeMille at the festive world premiere of the picture here on Dec. 11.

MGM to Make

(*Continued from page* 1)

heels of a statement by the new Shenandoah Company that it was preparing a script for "Huckleberry Finn" for filming early next year as a "road-show" attraction.

James Poe, writer, and Paul Stuart Millar, producer, who formed the Shenandoah organization, said they would make the picture in a wide-screen process in color and with over 50 top Hollywood personalities portraying characters from the Twain novel.

Without mentioning the Shenandoah announcement directly, the M-G-M statement yesterday said that, although the Mark Twain property is in public domain in the U.S., M-G-M has the world copyright in every other foreign country in conformity with the Bern copyright law, giving M-G-M sole international rights. The deal for the motion picture rights was made by M-G-M in 1952 with the Mark Twain estate and renewed in 1956, it was stated.

Siegel said that Arthur Freed will produce the film from a script by Alan J. Lerner and a score by Barton Lane and Lerner.

'Mouth' Gets Ovation At Mexican Festival

Special to THE DAILY

MEXICO CITY, Oct. 27. — Alec Guinness, star and screenwriter of "The Horse's Mouth," Britain's entry in the film festival underway here, received a tumultuous ovation from a standee audience when he appeared on stage following the film's first showing.

The festival audience, which has generally been antagonistic to British and American-made motion pictures, gave "The Horse's Mouth" and its star an unqualified roar of approval. Guinness was mobbed by well-wishers as he returned to his hotel following the showing.

"The Horse's Mouth" is a Knightsbridge Production for United Artists release.

SMPTE Cites Kalmus

Dr Herbert T. Kalmus, president and general manager of the Technicolor companies, was awarded honorary membership in the Society of Radio and Television Engineers at the society's convention held last week in Detroit.

Dr. Kalmus thus becomes the ninth to be so honored.

National Pre-Selling

"THE Defiant Ones," opines Ed win Miller in the October issu of "Seventeen," is a story of tw convicts, one white, one Negro, wh attempt an escape from a souther chain gang. Chained together whethe they like it or not, they begin i mutual hatred, end in deep affection Tony Curtis and Sidney Poitier pla the part of the two antagonists.

•

Gina Lollobrigida, after takin time out to become a mother, is bac in the Europe studios making film She takes her one-year-old son to th studios in Paris and Madrid where he new films are being made. "Life's photographers have followed Gina t the studios and got many human in terest mother and son shots. Fron these photos "Life" produced a pic torial story for the Oct. 20 issue.

•

The New York "Herald Tribune's article, "The New Hollywood," written by Joe Hyams, their Holly wood correspondent, appeared i four installments. The article threw a bright spotlight on the rapidly changing Hollywood scene. The firs installment was illustrated by a phot of Al Jolson, Douglas Fairbanks, Sr. Mary Pickford, Eddie Cantor, Ronal Colman and Samuel Goldwyn in a publicity photo. Subsequent install ments were equally and uniformly intriguing.

•

"Cat on a Hot Tin Roof" has beer selected by Florence Somers of "Red-book" as picture of the month for October. In her opinion this MGM film is "a blockbuster of emotions."

•

The November issue of "Argosy" has an exclusive pictorial story on Walt Disney's "White Wilderness." The photos in full color are from this latest Disney release. The villain of the new film is the wolverine and he is featured in many of the photos which appear on two double-page spreads.

•

"Torpedo Run," an MGM Christmas release, is advertised on the table of contents page of "McCall's" October issue.

•

Sandy Heath gives her impression of a party hosted by Alfred Hitchcock in the Journal About Town Section of "Ladies Home Journal's" October issue. The rattlesnake pate was snubbed by Sandy but she enjoyed meeting Jimmy Stewart, the star of "Vertigo," Hitchcock's most recent release.

•

Edwin Miller in the Oetober "Seventeen" says "Teenagers are listening to Pat Boone. Beeause if the boy next door could sing, he would probably like to sound like Pat Boone, easy and engaging." Dot has a dozen of his hits gathered under the title "Star Dust." Pat's 20th-Fox film "Mardi Gras" will be released at Thanksgiving time.

WALTER HAAS

Motion Picture Daily Feature Reviews

Married a Monster rom Outer Space

aramount

HARTFORD, Conn., Oct. 27

Tom Tryon headlines a young and rd-working cast in this science-fic- n effort, produced and directed by ene Fowler, Jr., using a story and reenplay by Louis Vittes.

Tryon is cast as an ostensibly care- ee chap about to embark on the ugh seas of matrimony. Enroute me from his bachelor party, he's asped suddenly by a grotesque, un- rthly hand and subsequently en- loped in heavy black smoke. Next orning bright and early, he sets rth on matrimonial matters, albeit ting a bit strange to outward ap- earances. On wedding night (he's alked down the aisle with Gloria rbott), a brilliant flash of lightning akes Tryon's face almost transpar- nt, revealing a monster's features.

From this rather stirring moment, s a straightaway path to uncover- ent of an outer-space plot to as- me control of earthly bodies, and scovery that the real Tryon is a isoner in a space ship secreted vay in the suburban hills. At the deout, the monsters (plural by w) are routed through electrical pulses, and the Tryon-Talbott pair- g resumes happily enough.

unning time, 73 minutes. General assification. Release, current.

A. M. W.

Monster on the Campus

niversal

HOLLYWOOD, Oct. 27

The monster in this instance turns t to be Arthur Franz, enacting the le of a professor at a university boratory, who falls victim to his vn experiments on the body of a elacanth, a species of fish that has sted for millions of years without olving from its original state. The h, preserved by gamma rays and ipped from Madagascar, effects mporary mutations in Franz, who cidently cuts his hand on the fish eth, causing him to lose conscious- ss for just enough time to turn into monstrous prehistoric man, shock- g his laboratory nurse, to death.

The police, believing there is a ird party involved in the murder, sign a detective to guard Franz, but too dies when Franz unknowing- becomes the monster again. Joanna oore, Franz's sweetheart, tries to nvince him he needs a rest. Franz, determined to solve the crimes and delve deeper in the mystery of the fish, makes a call to Madagascar and diseovers the fish may have retained properties which would influence evolution in reverse. He realizes he may be the monster responsible for the deaths, and decides to conduct an experiment alone at Miss Moore's father's mountain cabin, setting up cameras that would offer a possible clue to his physical change. This becomes the clincher, but causes the death of a forest ranger as well. The police arrive after Franz has returned to his natural self again, but are forced to kill him when Franz insists that Miss Moore's father see how he changes into a monster with an injection of the fish's blood.

Joseph Gershenson produced; Jack Arnold directed from a screenplay by David Duncan.

Running time, 76 minutes. General classification. Release, in November.

SAMUEL D. BERNS

I Want to Live!

(CONTINUED FROM PAGE 1)

brutal murder of an elderly San Francisco widow. While there seems to have been some controversy at the time as to Miss Graham's guilt, this film states unequivocably that she was innocent and that she was convicted on flimsy circumstantial evidence and because of her admittedly lurid reputation.

This is pretty gamey and sensational material for the motion picture screen. However, Wanger and Wise, being men of purpose as well as taste, have used this material to make one of Hollywood's most effective and searingly documented attacks on capital punishment. And, by the very fact that they have utilized as their "innocent" victim of this practice such an amoral and anti-social character as Barbara Graham, they have stripped the issue of all false sentimentality and fuzzy romanticism. They are saying, in effect, that all God's creatures, including the perjurers and the prostitutes, deserve the same compassion.

The screenplay by Nelson Gidding and Don Mankiewicz, based on the newspaper articles by Ed Montgomery, spares no rough details in detailing Barbara Graham's early life. In and out of reform school and then prison, she was a hard-as-rocks dame who would do almost anything to make a buck. It was almost inevitable that the man she married, a weak-willed bartender, should turn out to be a dope addict and that the small time hoods, for whose crooked poker game she shilled, would eventually involve her in the sordid murder of an old lady.

Throughout the story, in fact, there is a terrible inevitability about the events which led to the gas chamber. The last third of the film tells of the hysteria of the trial of "the tiger lady," shows how she was tricked into a confession and then, agonizingly, gives an almost minute-by-minute account of her last hours in the San Quentin death house. The three stays of execution she received are probably more ingenious forms of torture than any devised in the Dark Ages.

The production which Wanger and Wise have given this story is sharp and vivid. It pulsates with graphic visual images, dramatic scene shifts and crackling dialogue, all backed by a white-hot jazz score written by John Mandel and played by Gerry Mulligan. The actors are equally fine. Miss Hayward, tremendous in her big moments, is surrounded by a cast of top-notch character people. Particularly effective are Virginia Vincent, as her girl friend who eventually goes straight; Philip Coolidge and Lou Krugman, as the two small-time hoods; Wesley Lau, as her husband; Gage Clark and Joe De Santis, as her lawyers; Simon Oaklund, as the newspaper man, and Theodore Bikel, as the psychiatrist.

"I Want to Live!" is going to stir talk and, perhaps, even controversy. And, properly sold, it will be a well-deserved blockbuster with adult audiences. It is a Figaro production for United Artists release.

Running time, 120 minutes. Adult classification. Release, in November.

VINCENT CANBY

My World Dies Screaming

Howco International

A modest little murder mystery with a few shakes and shivers, "My World Dies Screaming" may most properly be exploited as the picture which introduces the Psychorama technique to the motion picture public. Psychorama, as explained in a short epilogue to the picture, is an adaptation of that subliminal advertising technique which caused so much comment about a year ago.

Words and symbols, designed to excite and thus heighten the viewer's sense of participation in the story, are flashed on the screen at strategic moments in the picture, so quickly as to be below conscious eye level perception but not below perception by the subconscious mind. According to the epilogue of "My World Dies Screaming," the audience here has been titillated by the word "DEATH" at various intervals, by a crude drawing of a snake and by a blazing skull. A reviewer of only ordinary skills is prevented by the very definition of the technique to appraise its effect. His subconscious mind may have been dazzled but then, his subconscious mind ain't talking.

Gerald Mohr and Cathy O'Donnell are starred as a couple of young Americans who meet in Switzerland and marry on what seems like impulse. They are happy until Miss O'Donnell starts having strange nightmares about a house which she cannot remember ever having seen. When they return to the States, Mohr takes her to Florida where, oddly enough, he has rented an old mansion that exactly fits the house of her dream.

Little by little it's revealed that (1) a series of terrible murders took place in the house, (2) Mohr's family lived in the house, and (3) Miss O'Donnell as a small girl in some way played a part in those murders.

For most of the film Mohr is seen as the villain of the piece, apparently bent on driving his wife crazy. His cousin, William Ching, seems like the hero, and John Qualen, the batty caretaker, like the film's macabre comic relief. Not surprisingly, these roles are slightly switched around in the denouement.

William Edwards produced and Harold Daniels directed an original screenplay by Robert C. Dennis.

Running time, 81 minutes. General classification. Release, in November.

V. C.

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NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

*The latest Sindlinger survey (copy available on request) measures trailer impact on an admission basis. It reveals that a 50 cent investment (the equivalent of an average admission ticket) in a trailer showing to 200 people per performance will motivate 87 of these people to return to see the picture advertised...a return of $43.50 for each 50 cents of expenditure.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 84, NO. 84 NEW YORK, U.S.A., WEDNESDAY, OCTOBER 29, 1958 TEN CENTS

Exhibitors in Plea

Canada Group Moves Against All Toll-TV

Urges Withholding Films From Air for Five Years

Special to THE DAILY

TORONTO, Oct. 28.—Suppliers of motion picture films released theatrically will be asked by Canadian exhibitors to keep their pictures off free television, toll-TV or by cable for a period of five years.

A resolution to this effect was adopted unanimously here yesterday at the annual meeting of the National Committee of Motion Picture Exhibitor Associations of Canada. A similar resolution was adopted last year by the body, but it lacked a time pe-

(*Continued on page* 3)

'Buccaneer' Bow Here To Aid Cancer Fund

Paramount Pictures' "The Buccaneer" will have a gala New York premiere the evening of December 2 at the Capitol Theatre for the benefit of the New York Chapter of the American Cancer Society, marking the first time that the Society's fund-

(*Continued on page* 2)

FCA Will Open to All Its TV, Radio Patents

Special to THE DAILY

WASHINGTON, Oct. 28. — Radio Corp. of America today ended the Government anti - trust complaint against it by agreeing to open its radio and television patents for licensing to practically all comers on a royalty-free basis. A consent judg-

(*Continued on page* 6)

Television Today Page 6

Johnston Backs Moves to Replenish Child Film Library; Cites Soviet Work

The Motion Picture Association will continue its efforts to revive a Children's Film Library, which has been virtually obliterated by the sale of pre-1948 film backlogs to television, Eric Johnston, MPAA president, said yesterday.

Mrs. Margaret Twyman has been assigned to the project, Johnston recalled, and said she is working on it regularly.

He endorsed the project strongly and said it should be made effective, if only for reasons of self-interest.

Johnston, who returned last week from Russia and eastern European

(*Continued on page* 6)

Johnston to Spend More Time Abroad

New and recurring crises in the foreign markets, with problems multiplying in widely separated areas, probably will take Eric Johnston, president of the Motion Picture Export Assn., out of the country more frequently than heretofore, he said at a news conference here yesterday.

Johnston will leave for Japan in late November or early December, he said, where negotiations for a new re-

(*Continued on page* 3)

Loew's Board Takes Up Divorce Plans Today

The Loew's board of directors is scheduled to receive reports and recommendations today on plans for separating the company's theatre operations from production-distribution as required by its Federal consent decree.

Two plans have been proposed, one by management headed by Joseph R. Vogel, which follows along the lines adopted by other theatre-

(*Continued on page* 3)

Finance Leaders Honor Management of UA

The management of United Artists, headed by Arthur Krim and Robert Benjamin, was acclaimed for their record of achievement in business growth by the 500 members of the National Commercial Finance Conference at

(*Continued on page* 2)

Radio, TV Promotions For 'Oscar' Presented

Ideas to promote the upcoming Academy Awards telecast on both network and local radio and television were presented by industry TV and radio contact men at the first of a series of meetings on the "Oscar"

(*Continued on page* 2)

REVIEW:

In Love and War

Wald—20th-Fox—CinemaScope

WITH BROAD STROKES and on a wide canvas producer Jerry Wald and director Philip Dunne have painted what may be the definitive picture on the war in the Pacific. With a versatile cast of new and younger people and with slick and polished production values, it tells with new values and emphasis the by now twice told tale of the U.S. Marine assaults on the Japanese beachheads through the eyes of three widely diverse young men in terms of their own reactions of confusion, doubt, cowardice and heroism.

Though it is a war picture—and war in the strongest and goriest scenes yet filmed—the emphasis is on the love lives of the three Marines and of the ties which they carry into battle with them.

New names, including Mort Sahl, comedian of new and rising fame, are prominent and praiseworthy in the cast but among the leads Hope

(*Continued on page* 3)

Mid-November Meet

Theatre Help On Soviet Films Sought

Johnston Tells of Moscow Negotiations; Sees Benefits

(Picture on Page 7)

The State Department tentatively plans to call exhibitor leaders to a meeting in Washington during the second week in November to explain the significance it attaches to a successful culmination of the motion picture phase of its cultural exchange agreement with the Soviet and the importance of exhibitor cooperation in the program. Secretary Dulles is expected to attend if he is in Washington at the time.

This was disclosed by Eric Johnston, president of the Motion Picture Export Assn., at a press conference here yesterday.

Johnston later reported to the MPEA

(*Continued on page* 7)

Mexico Festival Lauds 'Defiant' and 'Mouth'

Special to THE DAILY

MEXICO CITY, Oct. 28. — Two American films, "The Defiant Ones" and "The Horse's Mouth," drew particularly high praise today as diplomas were awarded at the International Film Festival.

"The Defiant Ones" was lauded for "its brilliant presentation of the human brotherhood theme, an intense

(*Continued on page* 3)

MPAA Votes $50,000 To Will Rogers Hospital

The Motion Picture Association board of directors at its meeting here yesterday voted a contribution of $50,000 to the Will Rogers Memorial Hospital and Research Laboratories at Saranac Lake, N. Y., after listening to an appeal by Richard Walsh, IATSE president, in behalf of support for the hospital.

The MPAA contribution is in the same amount as one made by it last year.

PERSONAL MENTION

DARRYL F. ZANUCK has left here for Paris and other sections of the Continent to attend the multiple European openings of "The Roots of Heaven."

•

DANNY KAYE will return to New York from London today via B.O.A.C.

•

HARRY FEINSTEIN, Stanley Warner Theatres zone manager, has left New Haven for Albany, Troy and Utica. He is accompanied by JAMES A. BRACKEN, contact manager, and HARRY ZIMMERMAN, realty head.

•

GLENN FORD, who is a vice-president of the Navy League, will be toastmaster tonight at the 55th annual banquet of the league at the Waldorf Astoria here.

•

DIMITRI TIOMKIN is in New York from the Coast for a two-week visit.

•

MERVYN LEROY and JAMES STEWART will arrive in Washington today from Hollywood.

B. S. Moss Acquires Theatre in Miami Beach

B. S. Moss Theatres has acquired the Roosevelt Theatre in Miami Beach, it was announced here yesterday by Charles B. Moss, president of the circuit, which has three other theatres in Florida as well as in New York, Long Island and New Jersey. The Roosevelt will be under the personal direction of Larry Morris, vice-president of Moss Corp.

Currently the 1,200-seat Roosevelt is closed for extensive alterations, redecoration, and installation of new projection and sound equipment. It will reopen in December showing first-run Hollywood and foreign films.

Name Downing, Jackter

Russell V. Downing, president of Radio City Music Hall, and Rube Jackter, sales manager of Columbia Pictures, has been named joint chairmen of the motion picture producers and distributors section of the annual drive of the Greater New York Councils, Boy Scouts of America, it was announced yesterday by Paul N. Lazarus, Jr., and Burton E. Robbins, co-chairmen of the amusements industries division of the campaign.

Downing and Jackter soon will name several co-chairmen to assist in solicitation for the drive.

Finance Leaders Honor UA

(*Continued from page* 1)

their convention luncheon at the Waldorf-Astoria yesterday.

Presenting the Conference's Award of Achievement to chairman of the board Benjamin, who represented the company, Herbert R. Silverman, honorary chairman of the Conference, said the Award was given to UA as "a firm that has set a standard of performance for American business and which has made full use of its opportunity to grow."

United Artists was the first motion picture company ever honored by the organization. The Award was given to UA in the big business category. Two others were made in small and medium-sized groupings.

Cites Two Features

In his presentation speech Silverman traced the rise and decline of United Artists from 1919 through 1950 when it showed a net loss of $871,000 and seemed ready to fall into bankruptcy. "It was a moribund company in a declining industry." He highlighted UA's revival when the new Krim-Benjamin management group took over. He described how United Artists was able to overcome with the help of a substantial loan ($3,500,000 from Walter E. Heller Co.) a serious product shortage and within a short time guarantee exhibitors 36 films a year. In this connection he mentioned such early successes as "The African Queen" and "High Noon," two of the top grossing feature films of the industry.

"In an industry that has never been known for cost-consciousness, they (UA management) cut costs to the minimum," he said. The industry had looked for its profits to the production end and had never considered distribution a profitable source of business. United Artists management team encouraged the production of quality pictures, even to the point of letting production losses on one offset production profits on another. It built distribution into a major source of revenue.

1957 Compared with 1951

In 1957, he added, UA had built its worldwide gross to $70,008,242 (it was $19 million in 1951) and in that year (1957) UA went to the public with an offering of debentures and stock which were successfully placed. The gross revenues for 1958 are estimated to exceed $80,000,000.

"This type of management does not merely save a company," Silverman declared, "it saves a large industry, a vital communications medium, a major art medium in which the United States has been the pace-setter of the world."

World Travel Congress To Meet at Music Hall

Radio City Music Hall will be the scene of the opening session of the 28th annual convention and World Travel Congress of the American Socicty of Travel Agents on Monday morning, prior to the regular opening of the theatre for the day. The convention session, which some 2,000 delegates are expected to attend, will take place at 9:30 A.M. The Music Hall will open for its regular schedule of shows at 11:30 A.M.

The opening meeting is being held at the Music Hall at the invitation of Russell V. Downing, president of the theatre, to enable delegates from all the world to see for themselves the theatre to which they have been sending tourist groups for so many years. Delegates are being invited to join the public in seeing the Music Hall's first show.

Weiner to Push Stamps

Sanford Weiner, vice-president and general sales manager for Film Representations, has been named national franchise sales representative for Movie Stamps, Inc. He has disclosed that franchises have been set for the trading stamp plan in theatres of Washington and Dallas.

Ad Committee to Take Up Complaints Nov. 6

Problems resulting from public criticism of motion picture advertising and recent newspaper and legislative attentions paid to it will be discussed by the full advertising-publicity directors committee of the Motion Picture Association at its next meeting on Nov. 6.

Several recent meetings of the Advertising Advisory Council and of subcommittees have directed attention to the problems.

Y. Frank Freeman, Paramount vice-president and studio head, met with a subcommittee recently to discuss the attitude of the Los Angeles Newspaper Publishers Assn,. which recently proposed the submission of film advertising to it for approval.

A report on the meeting with Freeman is expected to be made to the full committee on Nov. 6, at which time proposals for dealing with this and other problems will be discussed.

S-W Dividend 25c

The board of directors of Stanley Warner Corp. has declared a dividend of 25 cents per share on the common stock, payable Nov. 26 to stockholders of record Nov. 10.

Change 'Damn Yankees' Title on Foreign Prints

Warner Bros. is retitling "Da Yankees" on all prints to be u abroad to "What Lola Wants." T switch is based on the theory that baseball connotation has no mean for patrons outside the U.S. "W Lola Wants" is the name of Gw Verdon's big song-and-dance numi in the film.

'Oscar' Driv

(*Continued from page* 1)

event for April 6 here yesterday. T meeting, held in the board room the Motion Picture Association, v called by Robert Ferguson, Colum Pictures director of advertising-pu licity, and sub-committee chairm for radio and TV of the MPA adv tising and publicity directors co mittee.

The group agreed to prepare a co solidated plan incorporating the b suggestions from the TV and ra men and submit it to Sid Blume stock, coordinator of all MPA pron tion and publicity activities for t 1959 telecast.

Blumenstock outlined the status current plans for the telecast at t meeting yesterday. In additi Charles McCarthy, information dir tor of COMPO, explained the coo eration of the exhibitor chairmen the field last year. Plans are to set similar committees under the sup vision and direction of COMPO the 1959 telecast.

Attending the meeting yesterd from the major companies were Fe Greenfield, Warner Bros.; Bud Young, United Artists; Roger Car Columbia Pictures; Jerry Evans, U versal Pictures; Bill Stutman, Twe tieth Century-Fox, and Marvin Le M-G-M.

Similar meetings of other compa exploitation men will be held.

Buccaneer Bow

(*Continued from page* 1)

raising efforts will be assisted by motion picture opening.

The premiere will be followed t same evening by a celebrities' b in the Grand Ballroom of the Ho Astor. As an integral part of the p miere celebration, the ball too will sponsored by the American Can Society chapter.

Government officials, civic a business leaders, celebrities of sta screen and television will be includ in the guest list for the premiere a ball. It is expected that many of t persons prominently identified wi the making of the picture also w attend the dual event.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Sto Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vince Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Wa ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in t principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefell Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-Pre dent and Treasury; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a ye as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as seco class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 1

oew's Board

(*Continued from page* 1)

ming decree companies, namely, e divorcement of the theatres rough formation of a new company d retention of picture production-stribution operations.

The second plan, proposed by uis A. Green, chairman of the ex-itive committee, and Jerome New-n, a director, proposes the spin- of the picture company and the ention of theatre operations.

It was not certain that the board uld make its decision today, some orts suggesting that the proposals ght go back to committee for fur-er study. Financial quarters have ggested the possibility that the sit-tion might result in a proxy contest the annual meeting next February, ichever way the board's decision es on the divorcement plans.

The Federal court has given the mpany until next Aug. 31 to com-ete the separation.

ohnston to Go Abroad

(*Continued from page* 1)

ttance agreement based on another n of blocked funds to Japanese in-stry have been begun. Johnston said nerican film companies have a fro-n balance of about $11 millions, art from the loan.

From Japan, he plans to go to Thai-nd, the Philippines and Indo-China.

hila. Area Drive-Ins dopt Winter Practices

Special to THE DAILY

PHILADELPHIA, Oct. 28. — Econ-ies for winter drive-in operations re agreed upon by local operators o have banded together as an asso-tion under the chairmanship of il Hellman.

For the winter months the operators ve agreed to limit the amount of ace to be used in their newspaper ad-rtising; to conduct a cooperative ad-rtising campaign to advise patrons t there will be a five-cent service arge for in-car heaters; and to limit the winter season the use of a third ature of a "gimmick" nature to help siness at late shows.

ohen Off Today for atin American Meets

Wolfe Cohen, president of Warner os. International, leaves for Havana lay for a Latin-American confer-ce of Warner's sales supervisors, lowing a series of sales meetings t concluded in Europe and the ited States. Cohen will be accom-nied on this trip by Karl MacDon-l, his home office assistant in charge Latin American countries.

The Havana conferences will be ended by Peter Coli, Warner sales pervisor for Cuba; Ary Lima, super-or of the Brazil-Argentina-Chile-uguay-Paraguay territory; and Ar-ndo Trucios, supervisor for the exico - Central America - Ecuador-ru-Colombia area.

In Love and War

(CONTINUED FROM PAGE 1)

Lange, Fox's newest young star, is outstanding. Robert Wagner, Jeffrey Hunter and newcomer Bradford Dillman play the three Marines with experience and elan and Dana Wynter, Sheree North and exotic France Nuyen are their loves.

Wagner, whose oppression by a stepfather has made him a coward and lost him the respect of the lusty Miss North, finds his way in the bullet torn jungle to a selfless heroism. Hunter, a born leader and a combat veteran who has trained the others in boot camp, chooses to return to the front leaving Miss Lange to bear his son whom he has just legitimatized by marriage. He dies in an act of supreme heroism, blowing up a tank which would have wiped out his squad.

Dillman, aesthete and scion of a wealthy family, rejects his father's efforts to have him transferred to a safer duty and turns in disgust from the excesses of the gay society led by his fiancee, Miss Wynter, to the abiding love of Miss Nuyen.

The battle scenes, including cut-in footage from Navy films, are extraordinarily effective in conveying the full effect of the war in the Pacific and additional impact is given them by intercutting with the effect of the war news on the women at home.

The screen play, by Philip Anhalt, successfully eludes the emphasis on the intimate details of the men's sex lives which was prominent in the novel by Anton Myrer but leaves the dialogue and situations sufficiently frank to limit the audience to adults.

The production reflects producer Wald's genius for selecting box office material and talent. The story, while a war picture, lends itself rather to exploitation of the romantic, an angle which is facilitated by the presence of four such glamour representatives as the Misses Lange, Wynter, North and Nuyen. The male players led by the proven experience of Wagner and Hunter have enthusiasm, talent, and a freshness which should give new life to the screen.

Running time, 111 minutes. Adult classification. Release, in November.

JAMES D. IVERS

Wagner, Nuyen to Be at 'Love' Bow Tomorrow

Stars of Jerry Wald's "In Love and War," Robert Wagner and France Nuyen, will head an array of entertainment world celebrities tomorrow night at the Paramount Theatre. Wagner, who recently completed a cross-country personal appearance tour, and Miss Nuyen, will meet with the invited guests in the Paramount prior to the 8:30 P.M. showing of the film. Miss Nuyen, who is currently appearing in Joshua Logan's stage play, "The World of Suzie Wong," will leave the Paramount following the pre-showing festivities for the Broadhurst Theatre.

Other Stars to Attend

In addition, the colorful gala will include attendance by Buck Class, who has an important featured role in the 20th Century-Fox release, Natalie Wood, May Britt, Julie Wilson, Carol Lynley and Sal Mineo.

Musical Tent Slated

HARTFORD, Oct. 28.—Walrath J. Beach, formerly with Trans-Lux Theatres, New York, and more recently in the free-lance promotion field, has announced plans for a $100,000 project—a 1,800-seat musical tent, to be known as the Springfield Musical Theatre, on the Eastern States Exposition grounds, West Springfield, Mass. A mid-June, 1959, opening is anticipated.

Jack Ellis Winner in B'nai B'rith Drawing

Jack Ellis, head of Ellis Films, was the winner of the 1958 four-door Cadillac sedan awarded as a climax to the 1958 New York Cinema Lodge B'nai B'rith contribution share certificate drive to raise funds for the B'nai B'rith agencies. Drawing was held at Toots Shor's Restaurant yesterday attended by industry leaders, Cinema Lodge members and their guests.

Larry Morris of Moss Theatres was the winner of the second prize of an 11-day all-expense paid cruise for two aboard the S.S. Statendam leaving Dec. 8, awarded through the courtesy of the Taussig Travel Agency. As the seller of the winning certificate for the Cadillac, Joe Ingher, Brandt Theatres executive, was the winner of a $200 U.S. Savings Bond.

Norman Robbins, chairman of this year's fund-raising drive, announced that well over 500 certificates were sold even though the goal of 600 was not reached and he hoped that the goal would be reached in next year's drive. Emanuel Sonnenreich, District Grand Lodge Number one membership Director of B'nai B'rith, was the speaker, touching on the plight of the Jewish community in the South today in the face of the integration struggle. Joey Adams, aided by Al Kelly, assisted in the selection of the winner. Alec Guinness was a guest.

Cinema Lodge president Joseph B. Rosen presided.

Canada Group

(*Continued from page* 1)

riod, and did not specify the forms of TV.

The resolution is ironic in that both the major circuits — Famous Players and Odeon — are to share in a telemeter experiment in London, Ont.

Exhibitors were asked for comment on this, but would not be quoted.

While no action was taken by the exhibitors on the question of Sunday movies endorsed by the Ontario body Monday, the issue will come up during the meeting of the Motion Picture Industry Council of Canada. The national body of exhibitors feels the issue is one for the provincial bodies to decide.

Forsythe Elected

E. G. Forsythe was elected chairman to succeed Morris Stein, who in addition to being made a life director of the Ontario exhibitor group, was also elected an honorary chairman of the national group.

Reelected vice-chairmen were G. Spencer for the East and Douglas Miller of Tabor, Alta., for the West. Dick Main was reelected secretary-treasurer.

Mexico Festival

(*Continued from page* 1)

and beautiful story of unusual honesty and sincerity," as well as for "its magnificent acting and direction."

The Horse's Mouth" was cited for "highly imaginative, original humor and character interpretation."

Coast SAG Members To Meet on Nov. 25

From THE DAILY Bureau

HOLLYWOOD, Oct. 28. — The Screen Actors Guild has issued a call to its membership in Southern California for a meeting to be held Nov. 25 at the Beverly Hilton Hotel. In a formal notice of the meeting, the guild stated:

"There will be full discussion of recent developments in the video tape situation and of proposals that Screen Actors Guild merge with AFTRA.

Howard Keel will be elected new president of guild without opposition, succeeding Leon Ames; MacDonald Carey, first vice-president; James Lydon, second vice-president; Rosemary DeCamp, third vice-president; Robert Keith, recording secretary, George Chandler, treasurer.

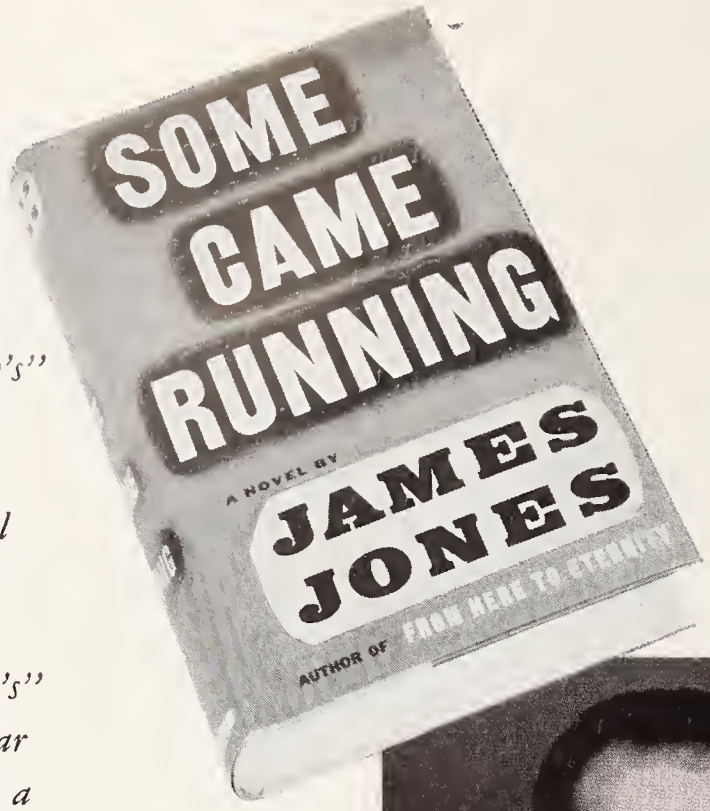
Lippert Pictures Wins Suit Filed by WGA-W

From THE DAILY Bureau

LOS ANGELES, Oct. 28. — U.S. District Court Judge Thurmond Clarke today ruled in favor of Lippert Pictures, in the suit filed by the Writers Guild of America, West against Lippert on behalf of various writers who worked on pictures distributed to television by Lippert.

Lippert, the Guild had charged, violated a 1951 pact with the Motion Picture Producers Association.

From "Eternity's" author another powerful novel— with "Eternity's" great star heading a brilliant cast—



M·G·M presents

A SOL C. SIEGEL PRODUCTION

starring

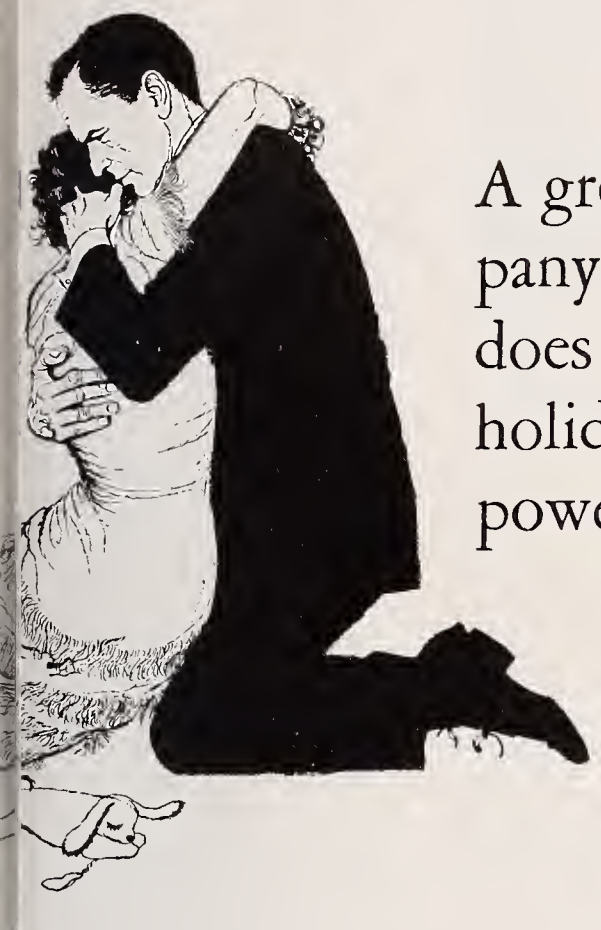
FRANK SINATRA

DEAN MARTIN

SHIRLEY MacLAINE

You can say → YOU CAN BANK ON M·G·M *that again:*

THE BIGGEST PICTURE FOR THE BIGGEST HOLIDAY!



A great, great attraction for New Years! The company that brought you "Cat On A Hot Tin Roof" does it again—yes, another blockbuster—and at the holiday when it counts most! We've seen it! A power house of drama, heart-sock, humor, humanity!

"SOME CAME RUNNING"

co-starring

MARTHA HYER

ARTHUR KENNEDY

NANCY GATES

with LEORA DANA

Screen Play by JOHN PATRICK and ARTHUR SHEEKMAN

Based On the Novel by JAMES JONES · In CinemaScope And METROCOLOR

Directed by VINCENTE MINNELLI · Produced by SOL C. SIEGEL

Television Today

Harris Is Chairman Of NBC-TV Affiliates

Jack Harris, vice-president and general manager of KPRC-TV, Houston, Texas, was unanimously elected chairman of the NBC Television Affiliates board of delegates at the annual meeting of the affiliates at the Plaza Hotel here. Harris succeeds Walter J. Damm, vice-president and general manager of WTMJ, Milwaukee, who retired from the position.

Other officers include: Edwin K. Wheeler, general manager of WWJ-TV, Detroit, who was elected to succeed Harris as vice chairman representing the basic affiliates; Harold Essex, vice-president and general manager, WSJS-TV, Winston - Salem, N. C., who continues as vice chairman representing the optional stations; and Harold Stuart, president of KVOO-TV, Tulsa, Okla., who continues as secretary-treasurer.

NTA Named Winner in Financial Competition

National Telefilm Associates, Inc., was judged as having the best annual report of the movies and theatres industries by an independent board of judges in the eighteenth annual survey conducted by "Financial World" magazine. The award, a bronze "Oscar-of-Industry," was presented to Oliver A. Unger, NTA president, at the annual awards banquet in the grand ballroom of the Hotel Sheraton-Astor, Monday night.

Disney Runner-Up

Approximately 5,000 reports originally were entered in the 1958 competition to determine the best reports in the various categories. NTA was awarded first prize in the movies and theatres category. Walt Disney Productions was runner-up for the top award, while Technicolor took third place.

One Man's TViews

By Pinky Herman

YOUR roving reporter has just returned from the Nation's Capital with a keener insight on that fabulous city's even more fabulous radio and TV folk. Irving Berlin once said and we quote:— I care not who writes the Nation's laws, so long as I can write the Nation's Hits. unquote:— Mr. Berlin has certainly made good his wish because since he made that famous remark, his repertoire has been enhanced by more hit songs than we have space for here. But by the same token, Washington, D.C. (Disk Champions) deejays aver, "we care not who writes the Nation's hits but when they write them, we'll spin them." and spin them they do. Wonderful purveyors of waxed music including Milton Q. Ford, Bill Mayhugh and Tom Barry of WOL, Felix Grant, Billy Batchelder and Jerry & Jimmy Strong at WMAL, Al Ross and Art Lamb of WRC, Fred Fiske and Jack Rowzie of WWDC, Milt Grant of WTTG-TV, Patti Cavin of WRC and Steve Allison of WWDC, the latter two, dynamic quizzers of interesting people from all walks of life. In meeting them the pleasure was all OURS . . . $UCCE$$ $TORY:— He was born in 1924 in McKinney, Texas where he was an all-round athlete and class president. His football prowess earned him a scholarship to Murray College in Oklahoma and in 1942 he entered the U.S. Air Force. Started his radio career at KPLT in Paris, Tex., and in 1946 joined KMAC, San Antonio, as chief announcer where Tex Ritter discovered him and signed him as comic, singer and emcee for the "Tex Ritter Theatre." Later he joined "Grand Ole Opry" at WSM, Nashville, during which he also served as disk jockey where his fame spread all over the south. During this period several of his original compositions including "I Wish I May I Wish I Might," "Rock City Boogie" and "Sweetheart" helped to increase his fame and in 1955 he joined KRKD in Los Angeles. Moving into the big time now. He became host of one of the "Most-listened to" programs in that area, "Country America," over KABC-TV and last week started another 5 times a week morning TV series, "Allison's Wonderland," featuring besides himself vocalist Ginny Jackson and various guests from all facets of show biz with Don Whitman, producer-director. His name—Joe Alli$on. . . .

☆ ☆ ☆

Did you know that Ann Sothern, in collaboration with Billie Barrie, cleffed "Katy," the theme song of Ann's newest TV series? Ditty is published by Keys-Hansen and Gen. Mgr. Bill Hansen sez the song can't miss making the Hit Parade. Bill should know as he not only is a songwriter of note himself but early in his career was a member of the Three Little Sachs which used to be one of the most popular trios in radio.

REVIEW:

Frontier Gun

Regal—20th-Fox

The story about the marshal in the Old West, unable to rally the support of the townspeople when it comes to a showdown with the heavy, has been dressed up with some intriguing variations in "Frontier Gun." Made to order for the western fans, it moves along at a fast pace and carries a moral worth repeating: that responsibility of the individual citizen extends beyond mere lip service in carrying out law and order in a community.

This well-taken point is made within the framework of a script that develops some interesting characters and contains action episodes and romance. Robert Strauss, who usually plays a comedian, is unconventionally cast as a saloon owner and gambler trying to take over the town of Honcho by killing off all the men employed as marshal by the town council. This villain is quite a character—he loves to taunt and ridicule those in his employ and has hired one man, an educated "dude," to do nothing but keep him amused by making jokes.

Aligned against him is John Agar, as a young sheriff handicapped in carrying out his job by an old hand injury which slows down his draw. Agar realizes eventually that he will never get rid of Strauss and his unsavory crew unless the whole town joins forces to drive them out. The townspeople are reluctant to do this, and it looks as if Agar will be killed by Strauss until the citizens come around at the last minute.

Before the denouement in which the villains are routed, there have been some well-staged gun battles and romantic interludes between Agar and attractive Joyce Meadows as a saucy daughter of the head of the town council. Several first-rate character actors, including Barton MacLane, Morris Ankrum and Leslie Bradley lend the principals support.

Production values are top-notch as handled by Richard Lyons. The picture was directed by Paul Landres. Running time, 70 minutes. General classification. Release, in December.

RICHARD GERTNER

Johnston Backs

(*Continued from page* 1)

countries, said the Soviets are emphasizing children's films, teaching films and documentaries "more than we are." He noted that some of the Russian films already have been bought and are being shown on television here.

Told of Mrs. Marjorie Dawson's recommendations at a press conference here last week following her return from the Brussels Fair where she attended a children's film festival, Johnston said he would be willing to discuss her ideas with her. He said it would be a good idea for each company to make one children's film a year, "if we could get them to do it."

Using blocked funds for co-production deals abroad for children's films impressed Johnston less favorably.

RCA's Patent

(*Continued from page* 1)

ment, ending a civil complaint i in November, 1954, was entered Federal District Court in New Y City.

At the same time, Judge John F McGohey imposed a $100,000 on RCA in a similar criminal a trust complaint returned by a N York grand jury this past Febru

In both cases, the governm charged RCA violated the Sher anti-trust Act by licensing almost its patents to others only on a "pa age" basis and with restrictions the end use of the products.

Attorney General Rogers said judgment marked "the succes conclusion of one of the Dep ment's most important anti-t cases."

Officials 'Welcome' Settlement

RCA board chairman David Sarn and John L. Burns, president, s RCA "welcomes the termination this long and burdensome litigatio

Under the judgment, RCA m license on a royalty-free basis so 12,000 existing patents relating the manufacture, use or sale of ra purpose apparatus.

These existing patents must licensed to all persons on a ba permitting the applicant to cho among the patents and without restr tions as to the type of appara which may be made or sold under license. The license must be for life of the patents unless the app cant requests a shorter term.

With respect to 100 specific pate in the color-TV field, RCA m license these royalty-free to any co cerns in a special "pool." Membe ship in the pool is open to any co cern with an existing patent relati to color-TV apparatus, providing t firm is willing to license its pate royalty-free to other firms in the sp cial pool.

Pool-Membership Not Compulsory

Firms not having existing pater could also join the pool. Firms n joining the pool could get licens on any or all the RCA color-TV pa ents at reasonable royalties.

Patents in the radio apparatus fie acquired by RCA in the next 10 yea would have to be licensed by RCA any applicant on a reasonable royal basis.

The judgment permits RCA to r quire any license applicant to licen back to RCA, on a reasonable royal basis, any patents owned or controlle by the applicant.

Sarnoff and Burns said settlemen of the suit came at a time when "th electronics industry is on the thresh hold of its greatest period of expan sion," and added:

Policies Defended

"RCA has consistently maintaine that its policies, practices and pioneer ing work have contributed greatly t the tremendous development of th electronics industry and the nationa security of the U. S. The settlemen expressly recognizes that no admis sion to the contrary is made."

Gov't Seeks Theatre Help for Soviet Films

Details of Deal With U.S.S.R. Are Outlined

(*Continued from page 1*)

rd of directors on the deal which oncluded in Moscow several weeks for the sale of 10 American fea- s to the Soviet and the purchase seven of its films for distribution e. It was Johnston's first meeting the board since his return from ad last Wednesday.

ohnston said that it had not been ermined which American compa- will take which Soviet films for S. distribution and added that no l action on that would be taken il after Nov. 10, when announce- t is made by Johnston of the three aining Soviet films his group has ided to purchase, and the dis- ure by the Soviet group of the l four American films it has de- d upon.

'Circus Artists' Likely

t was indicated that "Circus Art- ," which Johnston described as a e circus picture that could be very ular here," will be one of the re- ning Soviet films to be chosen, er than those announced on Oct. shortly after the deal was closed Moscow.

ohnston said a drawing might be d to determine which U. S. com- ies take which Soviet pictures, but led that details have not been rked out yet. However, he con- ed it would be unfair to expect ompany which had not sold one of pictures to the Soviet to distribute oviet picture here.

Describing the background for the l, Johnston said the State Depart- nt is hopeful that through the cul- al exchange agreement it concluded h the Soviet better under-

The Government, as in its war efforts, again is asking the industry's help. Eric A. Johnston at yesterday's press conference imparts significance to his Russian trip and negotiations. [*M. P. DAILY picture*]

standing may result, international tensions may be eased, and the huge costs of the cold war be reduced.

Johnston negotiated the film deal in Moscow as a representative of the State Department with diplomatic status. He also had been authorized by the MPEA board to make any deal that in his judgment was acceptable. He was accompanied to Moscow by Kenneth Clark, MPEA vice-president, and by Turner Shelton, head of the films division of the U. S. Information Agency.

Cites 'Misconceptions'

The MPEA head pointed out that the average Russian has been shut off from news of the outside world for several generations and, in consequence, has many misconceptions, most of them about the U.S. These cannot be changed by force from the outside but attempts to change them by education, information and evolution, although admittedly a slow process, can and should be made.

"We can attempt to do it by exchanges of tourists, scientists, information and in other ways," Johnston said. "But the most effective means is by motion pictures. It is one of the most powerful means of exchanging information. Lenin recognized that and on our visits to film studios in Russia we saw banners quoting Lenin to that effect hung on the walls.

Recalls Wartime Service

"The government has asked us to help," Johnston continued. "This is a patriotic industry. I know how much it did to assist the government in war time. I believe it will respond again by cooperating in an effort to make a success of the film agreement with Russia.

"With authorization from the MPEA board we made the best deal we could after lengthy negotiations."

As a precaution against using the entertainment pictures as propaganda, the dubbed versions will be examined by both sides before release approval is given. Embassies will check on exhibition contents from time to time thereafter.

Asked what circulation the American films might get in Russia, Johnston said there are 55,000 exhibition places in the country, of which 5,500 are regularly operated theatres showing 35mm films. The largest is about 1,500 seats and the average is 400-500 seats. The others are rural meetings places or social centers, equipped with 16mm.

No Guarantees

He said there is no guaranty of any minimum number of showings for our films there, any more than guarantees of specific theatre outlets here could be given for their films.

Johnston spoke enthusiastically of some of the Russian films, commenting that they have some techniques Hollywood could profitably study. Their "Swan Lake," a ballet film and one of those selected for distribution here, is comparable to "Red Shoes," Johnston said.

Co-production deals can be set by individual companies after basic arrangements are completed, Johnston pointed out. He said several producers wanted to go to Moscow to discuss co-production deals while his negotiations were in progress. He had to refuse permission because he felt a basic deal should be negotiated first.

Other Nations Unconcerned

Since the announcement of the deal there have been no repercussions from other foreign markets for American films, demanding a similar picture exchange deal, he said in reply to a question. "Many of the countries we deal with have had experiences of their own negotiating with Russia," he said. "I think most of them know you have to do business differently when you deal with Russia."

He defended the price obtained for the American films—$60,000 for a standard film; $67,500 for a wide screen one; saying it was net, with no distribution, advertising or any other costs involved, and was money that the companies would not otherwise have received.

"We already have sold on the same basis in Yugoslavia, Turkey and a few other places," he said. "On the basis of population, we received even less for our pictures in some of those."

Johnston's group visited Poland, Hungary, Rumania and Czechoslovakia also. Poland is buying U.S. films now and will show them starting in December. The Czechs are interested now and a film list is being submitted to them with expectations that they will select about 10. Hungary has purchased some and will buy more. Rumania may purchase a minimum of 10.

Visited with Khrushchev

Johnston related that he had had a five-hour off-the-record visit with Premier Nikita Khrushchev in the latter's Caucasus residence, having been flown there in Khrushchev's plane and was an overnight guest of the family. Johnston said that while he could not disclose the topics covered he believed it was known that he would relay the gist of it to President Eisenhower. He indicated, without confirming it when asked, that the CBS-TV network broadcast of a program concerned with the alleged murder of Josef Stalin had been discussed. The CBS correspondent in Moscow was asked to leave in retaliation for the U.S. telecast.

Replying to another question, Johnston said Khrushchev appeared to have things well under control, so well, in fact, that there was no noticeable sign of bodyguards or other security measures about the man or his residence during the Johnston visit.

Johnston Sees Mutual Benefit In Exchanges

Three Speakers Scheduled For Meet on Soviet Films

From THE DAILY Bureau

WASHINGTON, Oct. 28. — Turner Shelton, head of the films division of the U.S. Information Agency, commenting here today on the decision of the State Department to confer with national exhibitor leaders on plans for exhibition of Soviet films, stated that the meeting will be addressed by himself, by Eric Johnston, president of the MPAA, and by William Lacey, special assistant to the Secretary of State.

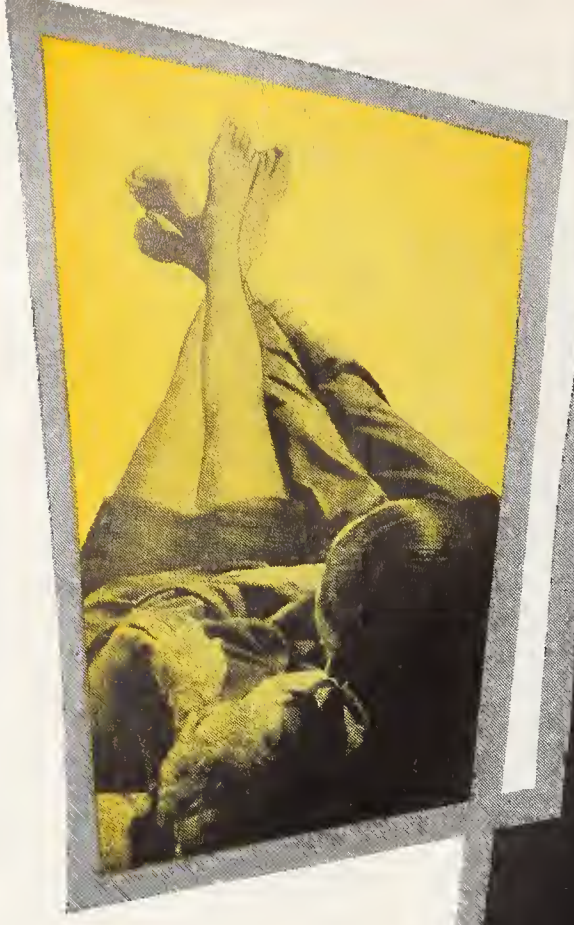
Shelton added that no meeting has been planned with distributor officials since the Administration feels that this group has been adequately briefed by Johnston and can be counted on to cooperate in placing the films.

'Salt' Propaganda Turns Red Faces Redder

Rumania bought "Salt of the Earth," the film made several years ago by the pro-Communist Mine, Mill and Smelter Workers Union in New Mexico, with a view to exhibiting it for its anti-American propaganda value, Eric Johnston, Motion Picture Export Assn. president, reported yesterday.

However, what impressed the Rumanian workers most, he reported, was the film's disclosure that American workers are free to take strike votes and drive away from labor meetings in their own automobiles.

Labor behind the Iron Curtain does neither, Johnston pointed out.



A VERY BEWITCHING COMEDY ABOUT AN ENCHANTING SUBJECT...

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JAMES STEWART · KIM NOVAK

IN BELL, BOOK AND CANDLE

co-starring JACK LEMMON · ERNIE KOVACS

HERMIONE GINGOLD · ELSA LANCHESTER · JANICE RULE

WORLD PREMIERE AT THE WARNER BEVERLY HILLS NOVEMBER 11

Screenplay by DANIEL TARADASH · From the play by JOHN VAN DRUTEN · As produced in New York by Irene Mayer Selznick

Directed by RICHARD QUINE · Produced by JULIAN BLAUSTEIN · A PHOENIX PRODUCTION · TECHNICOLOR®

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 84, NO. 85 NEW YORK, U.S.A., THURSDAY, OCTOBER 30, 1958 TEN CENTS

Loew's Board Approves Management Division Plan

Plan to Maintain Picture And Theatre Companies Separately Now Goes to U. S. Court; Opposition Declines Comment

The plan for division of Loew's assets and liabilities proposed by the company's management headed by Joseph R. Vogel, president, was overwhelmingly approved by the company's board of directors at a meeting yesterday.

Joseph Vogel

The plan provides for the maintenance of the picture and theatre companies as separate entities, rather than the spin-off of the picture company and retention of the theatre company, as proposed by directors Louis Green and Jerome Newman.

With the full membership of 19 present, the board's vote was 16 to 3 for management's plan. Joining Green and Newman in support of the opposition plan was Joseph Tomlinson, who led an unsuccessful proxy fight against management for control of

(*Continued on page 2*)

Will Draft Resolution

Canada MPIC Favors Sunday Film Shows

Dominion-Wide Demand for Plan Reported at Meet

Special to THE DAILY

TORONTO, Oct. 29. — The move to legalize the theatrical exhibition of Sundays of films in Canada took a step forward today when the Motion Picture Industry Council of Canada, meeting here, endorsed the policy and urged adoption throughout the Dominion. Sunday exhibition is permitted today only in the Province of Quebec. No resolution on the subject was drawn up, but one will be drafted at tomorrow's meeting, it was disclosed by a spokesman for the organization

(*Continued on page 4*)

Todd-AO Installations Here, and England Rise

Philips-Todd-AO projectors will be installed in eight new theatres of the ABC Circuit in England, it was announced here yesterday by George J. Schaefer, president of the Todd-AO Corp. The new installations will bring to 15 the total number of theatres ABC will have equipped with the "all-purpose" projectors and 28 for England as a whole. The Rank Circuit

(*Continued on page 5*)

'Mouth' World Bow at Paris Here Nov. 11

"The Horse's Mouth," starring Alec Guinness, will have its world premiere engagement at the Paris Theatre here, starting Nov. 11. Picture is a United Artists release.

Nathan Cohn Appointed To Top Columbia Post

Nathan Cohn, who since 1945 has been manager of the New York sales division of Columbia Pictures, is being transferred to the company's home office in a top executive capacity, it was announced yesterday by A. Schneider, president.

In addition to motion picture activities, Cohn will spend a substantial part of his time in the new position on such enterprises as are developed as a part of Columbia's current policy of diversification, Schneider said.

Cohn's first connection with Colum-

(*Continued on page 4*)

Fox Acquires 16 Literary Properties

Sixteen literary properties have been acquired by 20th Century-Fox in the past three months, bringing the company's backlog of story material to an all time high, according to David Brown, head of the studio's literary operations.

Under the direction of executive production head Buddy Adler, 20th has purchased a wide variety of prop-

(*Continued on page 4*)

'Time' Attacks and Clark Backs Production Code

"Time" magazine, in an article in its Nov. 3 issue, headlined "Hollywood—Decoded," charges that the Production Code "is being observed these days about as often as the whooping crane." The charge was immediately answered by Kenneth Clark, vice-president of the Motion Picture Association, who said, " 'Time' magazine is entitled to its opinion. So are the Monday morning quarterbacks who never lose a football game."

The "Time" article cited what it claimed were specific violations of Code provisions in "Harry Black and the Tiger," "Cat on a Hot Tin Roof," "The Naked and the Dead," "Onionhead" and "Perfect Furlough." The

(*Continued on page 4*)

All First-Run Theatres in Baltimore Now Operated Under Same Management for 1st Time

Special to THE DAILY

BALTIMORE, Oct. 29.—All the first-run, downtown motion picture theatres are now being operated under the same management which marks a "first" in the theatrical history of Baltimore. This situation results from an operational merger of the Jack Fruchtman and the Isador Rappaport theatre chains, and eliminates competition in what had been an extremely competitive field.

The houses affected include the Hippodrome, Town, Little and Aurora of the Rappaport Enterprises and the Stanley, Mayfair, Century, New, Charles and Rex of the Fruchtman group.

Major reason for combining interests is to erase 'cut throat' competition which, Fruchtman states, does not benefit the theatre management nor the ticket-buying public. By bidding against each other for preferred attractions, Fruchtman states he and Rappaport often were obliged to make enormous box office guarantees to a distributor thereby necessitating extension of the film's run much longer than public interest seemed to demand.

Two-Shows-Nightly Set As S.F. Festival Opens

Special to THE DAILY

SAN FRANCISCO, Oct. 29. — A fashionable capacity audience thronged the 1,000-seat Metro Theatre here tonight for the opening of the two-week International Film Festival with the showing of Poland's "Eve Wants to Sleep," a brisk comedy that was warmly received.

Due to an uncalculated rush for reservations in the past few days for the scheduled 14 night and three matinee shows, executive director Irving M. Levin of the Art Commission, sponsors of the international competition, revised the schedule to include two screenings nightly, at 6 and 9 P.M.

Thus this night's premiere of "Eve"

(*Continued on page 4*)

Television Today

Page 5

PERSONAL MENTION

BUDDY ADLER, 20th Century-Fox executive in charge of production, has arrived in New York from Hollywood.

•

MILTON R. RACKMIL, president of Universal Pictures, returned to New York yesterday from the Coast.

•

DR. LEON J. WARSHAW, medical director for Paramount Pictures, Paramount Theatres and United Artists, is in Los Angeles from New York for the meeting of the American Heart Association.

•

JONAS ROSENFIELD, Jr., Columbia Pictures executive in charge of advertising and publicity, will leave here today for Washington.

•

MAY BRITT will arrive in New York today from Hollywood.

•

MARCEL HAMIL, Paris transportation manager for Paramount, returned to France yesterday from New York.

•

WILLIAM CASTLE, producer-director, will leave Hollywood shortly for Japan.

•

MARC S. ASCH, executive vice-president of Van Praag Productions, has left New York for Omaha.

Para., Schenck Plan N. A. Defense Picture

HOLLYWOOD, Oct. 29. — A motion picture centering around the activities of the North American Air Defense Command (Norad), the United States' and Canada's supersonic guardian, will be produced with the cooperation of both governments by Paramount Pictures in association with Joseph M. Schenck Enterprises.

Paramount and Norad today jointly announced the production which, although based on documentary data from Norad, will be a fictional entertainment film.

Plan Censor Forum

PHILADELPHIA, Oct. 29. — A symposium on motion picture censorship will be held on Nov. 6 in Our Lady of the Assumption Church in suburban Strafford, Pa., sponsored by the parish Holy Name Society and other Catholic organizations cooperating. Among those participating in the panel will be William Ball, professor of constitutional law at Villanova Law School, and Harold R. Leary, deputy commissioner of police here.

Management Plan Approved

(*Continued from page* 1)

Loew's at the annual meeting last winter.

While Loew's has until next Aug. 31 to complete the divorcement of its film from its theatre operations, Vogel said following yesterday's meeting that management's plan will be submitted to Federal Judge Edmund L. Palmieri in U. S. District court here for approval at the earliest possible date, and probably within the next week to 10 days.

Starting Work on Papers

Louis Nizer, special counsel for the company, said lawyers would begin work immediately on the necessary papers and as soon as they were completed they would be submitted to the court.

Green and Newman, when asked as they left the meeting if they had any comment on the board's action, said, "Let management talk. If we have anything to say we will say it tomorrow or the next day." Both emphasized the word "if."

Tomlinson was asked if he was satisfied with the board's action.

"Definitely not," he replied.

Asked if he contemplated any further opposition, he was noncommital.

Proxy Contest Rumored

It has been rumored in financial circles for weeks that if the Green-Newman plan was rejected by the board, the two, probably with Tomlinson's support, would attempt a proxy fight at the annual meeting of stockholders next February.

However, the size of management's victory at yesterday's meeting might discourage both a proxy contest and any punitive court actions to stall or halt approval of the management plan by the Federal court. I. John Snyder, Jr., named to the board as a representative of Lehman Bros. and Lazard Freres, who represent substantial Loew's stock holdings, voted in support of management's plan.

In reply to a reporter's question after the meeting, Vogel said there had been no indication from the opposition that the plan will be further contested.

'Quiet Meeting,' Says Killion

"It was a very quiet meeting," he said. "George Killion, chairman of the board, presented both plans. The Green-Newman plan was voted down and management's plan was adopted after everyone had been given an opportunity to present his views."

Nizer said management's plan was adopted without change, and, although it includes a provision for the new theatre company to own the radio station, WMGM, in addition to all present U.S. and Canadian theatre assets, the plan does not represent a compromise of any kind. Except for the radio station transfer, it is the same plan that management proposed in 1952 and the stockholders subsequently approved.

Value of Station Stressed

Even the radio station transfer is not recent, it was said, having been a part of management's thinking for some months past. It was generally agreed that the radio station would be more valuable to the theatre company than to the picture company in view of the heavy concentration of Loew's theatres in the metropolitan New York area covered by WMGM. Of the 102 Loew's theatres now operating in the U. S. and Canada, 44 are in New York.

Lending strength to management's plan is the fact that with consolidated earnings, including theatres, running at the rate of 45 cents per share for the first quarter of the current fiscal year, after taxes, the improvement in MGM's position is largely responsible.

The new picture company, under management's plan, will receive the present MGM production-distribution assets, its television interests, foreign theatres, MGM Records and the 62 per cent interest Loew's presently holds in the music companies.

Apportionment Outlined

The plan would apportion the funded debt between the two companies on a basis assigning $20,000,000 to the film production company and $5,000,000 to the theatre company at the time of expected consummation. The debt now is $26,000,000 but a $1,000,000 payment becomes due before the plan could be consummated.

This plan would not change Loew's present obligations to creditor insurance companies, since the same assets would remain pledged to secure the obligation. Neither would any refunding, of course, be required.

In a statement issued following the five-hour meeting, Vogel said:

"The board is finally satisfied after careful study and consideration that the plan would create two, strong, independent companies, each fully capable of sound operations in its own field.

Vogel Sees 'Major Step'

"In our judgment, approval of this plan by the board constitutes a major step forward in our corporate history. Many serious problems had to be solved so that the resulting companies would have a potential equal, at the very least, to the potential that existed in the original structure.

"The proposal is being submitted at a time when every division of the company is in the black. Perhaps the most important factor in the new earnings picture of the company has been the turnabout at our MGM studios which are again reporting profits after a period of heavy losses."

Robert O'Brien, Loew's vice-president, said in the opinion of company counsel, the plan will not have to be submitted to stockholders a second time.

Loew's domestic and Canadian theatres have been operated independently since Sept. 1, 1954, with their own officers, headed by Leopold Friedman, president, board and employes.

Vogel noted that the plan approved by the parent company board was expected to be approved also by the board of the theatre subsidiaries before being submitted to the court.

Albany, Troy Theatres In Newspaper Tie-in

Special to THE DAILY

ALBANY, N. Y., Oct. 29.—Tieing in wth the "Times-Union" for "lucky license plates" weekly awards, five Stanley Warner theatres in Albany and Troy are not only receiving feature-story publicity—in return for 150 tickets—but are also penetrating the paper's Saturday "View" supplement listing all TV programs for the week.

It is believed to be the first time that theatres have "cracked" the bound tabloid section which is kept in many homes for the entire week and won valuable space in competition with television. The listings of theatre motion pictures covers the Strand, Ritz, Madison and Delaware in Albany, and the Troy in Troy.

Must Be Claimed Within Week

In addition to furnishing the 150 passes which, like the $100 cash awards, must be claimed within a week, the Stanley Warner houses have receptacle boxes in the lobbies for patrons to fill out entry blanks.

Last year, when the Hearst daily conducted a somewhat similar promotion—with only the Strand tied in, and this to a limited degree—more than 22,000 entries were received.

The number of application blanks being filled at downtown cooperating theatres is large. Alfred G. Swett, SW district manager and Strand manager made the hookup with Jack Stein, circulation manager of the T-U. It probably will be hypoed with a series of prizes, awarded at Christmas.

M. D. Crandall Dies

BALTIMORE, Oct. 29. — Funeral services will be held here Friday for Milton D. Crandall, 65, a free-lance field exploitation representative for Universal Pictures and other film companies in recent years. Crandall died of a cerebral hemorrhage at his home here yesterday.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasury; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

"A SUREFIRE BOXOFFICE WINNER!"

FILM DAILY

"DESIGNED STRICTLY FOR LAUGHS ... SHOULD GO ON TO BIG BOXOFFICE RETURNS" BOXOFFICE

"JUST WHAT THE DOCTOR ORDERED FOR EXHIBITORS AND LAUGH-LOVING MOVIE-GOERS ALIKE!" INDEPENDENT FILM JOURNAL

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TENT TALK

Variety Club News

PHILADELPHIA—Leo Beresin, of ABC Candy Co., has been elected chief barker of Tent No. 13 for the coming year. He is the brother of Jack Beresin, former international chief barker. Other officers are: Jack Dricker and William Madden, assistant chief barkers; Martin Ellis, treasurer; Mickey Lewis, secretary, and Mike Felt, convention delegate.

△

CHARLOTTE — Ray Ervin is the new chief barker of the Charlotte Variety Club. He succeeds Charles Trexler, who has held the position for the past two years. Other new officers are: R. M. Simril and Dick Huffman, assistant chief barkers; Charles Freeman, property master, and Johnny Vicker, dough guy.

△

CHICAGO—Variety Club of Illinois, at a banquet in the Pick-Congress Hotel on Nov. 29, will honor Albert Pick, Jr., for his efforts on behalf of the La Rabida Jackson Park Sanitarium, a research center for children afflicted with rheumatic hearts, which Pick, one of the nation's leading hotelmen, heads as chairman of the board.

△

BUFFALO—Tent No. 7, Variety Club of Buffalo, will hold its annual election for directors in its headquarters next Monday. At 11 P.M. on the same night, the September Donors Fund Award will be made. Because this is the night of the election, the event will be stag.

△

BALTIMORE—The "Heart of Show Business" fund will allocate $10,000 to several local charity organizations working with handicapped children. The donation will be made at the 20th anniversary banquet of Variety Club, Tent No. 19, on Nov. 8 at the Emerson Hotel. Co-chairmen of the affair are out-going chief barker Wilbur M. Brizendine, Al Zlatin and Mike Rendelman.

△

MILWAUKEE — Wisconsin Variety Club, Tent No. 14, has elected to its board of directors Edward Johnson, Eugene Ling, Dean Fitzgerald, Harold Pearson, Gerry Franzen, Harry Mintz, Sam M. Kaufman, Joe Imhof, Albert Frank, Glen Kalkhoff and Ward Pennington.

Canada MPIC

(*Continued from page* 1)

following the closed session today.

An interesting sidelight to the meeting was revealed when TV-news representatives of the Canadian Broadcasting Corp. sought a statement on Sunday movies.

When none was given, six man-in-the-street interviews were made. Of the six, five expressed approval of the policy. One of the five was a minister.

Posters on Agenda

H. D. Main, secretary-treasurer of the Ontario group of exhibitors, said that considerable time of the MPIC of Canada meeting was devoted to the question of advertising posters and trailers. Exhibitors are dissatisfied with the handling of posters by the poster exchanges in Canada, with posters not available with the showing of the films. Even trailers are a problem.

"No solution was found," said Main.

All segments of the industry however, decided they must try to improve the situation.

George Enos Heads Canada Censors; Need for Uniformity Emphasized

TORONTO, Oct. 29. — George Enos, New Brunswick chief censor, was elected chairman of the Canadian Association of Motion Picture Censors at its meetings which wound up here today.

Other officers elected at the meetings of the censors were Miss Adele McPherson, Saskatchewan censor, and John Evans, secretary, Ontario Board of Censors.

Enos said the censors, representing the various provinces of the country, with the exception of Nova Scotia and Quebec, agreed there should be some uniformity among the censors of the country.

The other provinces of the country will undoubtedly follow the practice of Ontario in its classification of films. While most provinces just classify films for family and for adults, Ontario has the extra classification of restricting films to those over 18 years.

One issue not discussed by the censors was the subject of films on TV. These can appear without submission to any censor board in the country.

San Francisco Fete

(*Continued from page* 1)

will be repeated tonight at 6, to be followed at 9 with the premiere of Britain's "A Cry from the Streets," which in turn will be Friday night's repeat show at 6 P. M.

"It was the only way we could give local movie goers a fair chance to see the festival" Levin said, explaining that reservations for all the premiere performances virtually are gone.

There will be no reservations accepted for the repeat screenings and tickets will be sold only on the night of the show at the Metro box office. The few remaining premiere tickets will be repeated tomorrow at 6, to be Levin added.

Explanation for the heavy demand of the premiere showings is that various local and foreign groups bought up blocks of admissions to be redistributed to the supporters of these various organizations and generally at an advanced tariff.

All such profit from these "scalped" tickets will go to charitable and other philanthropic funds.

Scheduled to be shown during the festival is a film produced by the U.S. Navy entitled "Origins of the Motion Picture." Material and commentary in this documentary were taken from the book "Magic Shadows, the Story of the Origin of Motion Pictures" by Martin Quigley, Jr.

Included in the picture are models of Edison's first camera, called the Kinetograph, a model of the "Black Maria" or first motion picture studio and other equipment items which led to the development of the modern motion picture camera and projector. The historical value of such scenes as the first submarine and the Great White Fleet are pointed out.

REVIEW:

Murder Reported

Fortress-Columbia

A British whodunit, with a newspaperman and a newspaper woman pursuing clues aimed to solve the disappearance of a municipal councillor and a dowager while they are falling in love and having narrow escapes from a private detective. The latter is one of the suspects, and a mild-mannered individual who had tipped their paper that a body of a woman had been found in a trunk in a railroad station.

The suspense is well maintained, but the first indication of a romance comes when the two principals (John Laurie and Melissa Stribling) kiss on a darkened dance floor while the entertainer is being murdered in her dressing room. Her neck has been broken. This turns out to be the odd clue that leads to a solution.

Laurie finds the man who had originally given the tip on the trunk mystery (Peter Swanwick) is a judo expert. He was present with Laurie and Miss Stribling in the night club when the lights went out. Some side complications to the romance develop when a barmaid (Yvonne Warren), a voluptuous young woman, makes advances to Laurie and gives him a tip on the identity of Swanwick. They are interrupted by Miss Stribling.

There is a musical interlude with a quartet of instrumentalists singing and playing "Love of My Life" by Stanley Meyers. The story is based on a novel by Robert Chapman, "Murder for the Millions." It was produced by Fortress Films Productions, Ltd.

The cast lacks name value in this country, so the sales emphasis probably will be more effective if based on the mystery elements.

Running time, 58 minutes. General classification. Release, in November.

JAMES M. JERAULD

'Time' Attacks

(*Continued from page* 1)

article adds, "In many cases, e.g. 'The Key', 'Desire Under the Elms' defiance of the Code has produced superior films that would have been flattened under rigid adherence to the rules. . . . But," it concludes "Hollywood, faced with the stinging competition of TV and foreign films is in the mood to shed any garment that seem to get in the way at the box office."

Clark in his answer, said, "The Code is being administered today in the same fair and objective way as it always has been administered . . . by a dedicated and highly competent Administrator, and a highly competent staff. . . . There is no possible doubt that any picture approved by the Production Code Administration conforms to the provisions of the Production Code, 'Time's' opinion to the contrary notwithstanding."

Fox Acquires 16

(*Continued from page* 1)

erties, ranging from stage plays to short stories and novels.

Among the recent purchases are John O'Hara's soon-to-be published "From the Terrace" and Grace Metalious' sequel to her phenomenal best-seller, "Return to Peyton Place." Others are: James Warner Bellah's "Mississippi River Pirate Story," James Michener's "The Battle of Leyte Gulf," Ray Murphy's The Love Maniac," Jules Verne's "Journey to the Center of the Earth," Mary Renault's "The King Must Die," and Elain Dundy's "The Dud Avocado."

Also, Steve Fisher's "No House Limit," Gustav Flaubert's "Salammbo," Vivian Connell's "The Chinese Room," C. S. Forester's "Sink the Bismarck," Constantine Fitzgibbon's "The Twentieth of July," and James Agee's and Howard Taubman's "The Tanglewood Story."

Nathan Cohn Named

(*Continued from page* 1)

bia dates back to 1924, when he was the New York area franchise holder for the newly incorporated motion picture distribution firm. Later, when Columbia absorbed its franchise holders, he was named manager of the New York branch and in 1945 was promoted to division manager.

Clumb Re-Opens One; Continuing Expansion

Special to THE DAILY

MILWAUKEE, Oct. 29. — Clumb Theatres has reopened the Badger Theatre at Reedsburg, Wis., closed for the past two years, adding another unit to its expanding operations. It had also taken over and reopened the Highway 33 Drive-in in the same area earlier.

Last year, Ervin J. Clumb took over the Al Ringling and the Juliar Theatres in Baraboo. An all-day civic and showmanship program marked the reopening of the Badger.

PEOPLE

Robert Lamont, of Lamont Theaes, has been named chairman of the notion picture industry committee for he Muscular Dystrophy Drive in Alany County. It marks the first timo uch a chairman has been named to olicit donations from theatres in the rea and from film exchanges. Camaign goal is $15,000.

□

Maurice H. Bailey, head of the comanies operating the Shubert, Crown, Whitney, Whalley and Westville theaes, New Haven, has been elected resident of the Independent Booking ffice, agency for booking attractions to legitimate theatres.

□

Midge Hamilton, for nine years ivate secretary to **Russell Birdwell,** s been appointed executive assistant the latter's Los Angeles publicity ganization.

□

Albert Glaubinger and **Carl Rearn,** new branch managers in Philalphia for, respectively, United Arts and Universal Pictures, will be rmally introduced to the trade ere at a welcome luncheon to be ven at the Bellevue-Stratford Hotel Nov. 17 by the Motion Picture sociates of Philadelphia.

.B. to Use Clark

PHILADELPHIA, Oct. 29.—Clark rvice, Inc., film delivery service, will ndle the delivery of all prints for e local Warner Brothers exchange. hile the film exchange will continue operations at its present quarters 230 No. 13th St., there will be no pping facilities there.

o Release 'Stories'

"Three Stories High," film based on stage play by Winifred Wolfe, will the first release of Franklin Productns, a new film company located re. The picture will star Robert da, and also features Daniel Nagrin d William Redfield.

Beauty' for February

Walt Disney's "Sleeping Beauty," ,000,000 animated feature based on e celebrated story, will be exhibited selected, key cities commencing bruary 1959 in the new Technina-70 process and in six-channel reophonic sound, Buena Vista announced yesterday.

Houseboat' Benefit Set

Paramount's "Houseboat" will have benefit opening the evening of Nov. at the Capitol Theatre on Broaday, with the proceeds to go to the th David Hospital Fund.

Stranger' to Bow

Allied Artists' "Never Love a ranger" will have its New York de- t at the RKO Albee Theatre in ooklyn Nov. 5.

Todd-AO

(*Continued from page* 1)

has 12 such installations, and the other is in Plymouth.

At the same time, Schaefer announced yesterday that two more theatres in the U.S. will install the Philip's projector. One is the State in New York City, which is to be remodeled throughout around the first of the year and to have its seating capacity cut from 3,000 to 1,500. The other is the Stanley Theatre in Philadelphia, which is also to be refurbished and have a reduction in capacity.

Schaefer Stresses 'Circuit'

Citing other recent theatre remodeling projects and installation of Todd-AO, Schaefer said they add up to "a new Todd-AO circuit, a circuit of theatres that will and can present important pictures on two shows a day basis with advanced admission prices and on a reserved seat policy and yet pictures that can be made available for all theatres in the world on a print-down basis."

"This," he added, "is progress and meets the requirements of an ever-increasing public demand for the most modern and the finest."

Canadian Stagehands Back in Theatres

From THE DAILY Bureau

TORONTO, Oct. 29. — Nine stagehands who closed seven theatres for one day—Labor Day—because they claimed they were locked out, have returned to work after receiving a total of $7,200 in back pay. The stagehands, members of Local 58, IATSE, returned to work at seven Odeon and Famous Players theatres this week.

The theatres have operated without them since Sept. 2. The stagehands closed six theatres here and one in Hamilton, when projectionists refused to cross picket lines.

Pay Agreement a Factor

The retroactive pay was part of a truce between the theatres and the union that paved the way for negotiations to resume.

If negotiations do not settle the dispute by Nov. 3 the matter will be referred to a conciliation officer. If he cannot settle it a referee will be named.

Offers Children's Shows

MILWAUKEE, Oct. 29.—The Gran Circuit here is working with the Better Films Council of Milwaukee County in presenting approved Saturday matinee films for children. Don Patch, of Gran Theatres, is in charge of the programs for the circuit.

Plan Cinerama Record

Audio Fidelity, Inc., has been awarded exclusive sound track record album rights to the musical score of producer Carl Dudley's new Cinerama picture, "South Seas Adventure," it was announced by the Stanley Warner Cinerama Corp.

Television Today

Expanded P.R. Program Is Planned by ITC

An expanded public relations and publicity program for Independent Television Corp. is in prospect, president Walter Kingsley announced with the appointment of The Lou Smith Organization of Beverly Hills to represent the company nationally. The Smith Organization will establish offices in New York.

John C. Sebastian, for the past three years with CBS Television as publicity director for CBS Films, Inc., has been named to head the New York office of the Lou Smith Organization, which, in addition to ITC, will also represent Muzak Corp. and the newly formed Programatic Broadcasting Service, Inc. Sebastian will take up his duties Nov. 10.

All Wrather Properties

All of these enterprises are properties of the Jack Wrather Organization, which recently combined with Associated Television, Ltd., of London to form the global ITC operation.

John Beck in High Post At 20th-Fox Television

From THE DAILY Bureau

HOLLYWOOD, Oct. 29. — Martin Manulis, executive head of Twentieth Century-Fox Television, has announced the appointment of John Beck as business executive of the organization.

Previously named by Manulis were Dominick Dunne and Herbert Swope, Jr., executive producers, and Peter Nelson, production assistant.

New Alcoa Series Set On 'Strange' Events

"Alcoa Theatre," a new dramatic series based on "unexplained" experiences of actual persons, will be launched on the ABC Television Network Tuesdays, 10-10:30 P.M., starting in early 1959, sponsored by the Aluminum Co. of America, it was announced by Arthur P. Hall, vice-president in charge of public relations and advertising for Alcoa, and William P. Mullen, vice-president in charge of sales for the ABC Television Network.

Agency for the Aluminum Co. of America, making its first use of ABC Television, is Fuller & Smith & Ross, Inc.

Many Themes Included

Stories from real life to be dramatized will include those dealing with premonition, the warning of events to come; prescience, the revelation of things far away in distance or time; possession, the invasion of the body of one person by the mind and soul of another, etc.

ABC Promotes West

S. Ray West, Jr., has been promoted to supervisor of cooperative and sustaining programs and commercial cut-in announcements for the ABC Television Network, effective immediately, it was announced by Donald S. Shaw, Jr., director of station clearance for ABC-TV.

West has been serving as assistant interruptions representative for ABC-TV since late 1956.

Annual Admission Tax Totals $53,647,000

From THE DAILY Bureau

WASHINGTON, Oct. 29.—General admission tax collections in the 1958 fiscal year, ending June 30, 1958, totaled $53,647,000, the Internal Revenue Service reported.

This was considerably less than the $74,777,000 reported in the 1957 fiscal year. However, an increase in the admission tax exemption, from tickets costing 50 cents or less to those costing 90 cents or less, did not go into effect until Sept. 1, 1956, keeping collections at a higher rate for a large part of the first half of the 1957 fiscal year.

Other Fields Covered

The general admissions tax collections cover legitimate theatres, sports events and other similar entertainments, in addition to motion picture theatres.

L. A. 'Sea' Date Set

"The Old Man and the Sea," Warner Bros. release, will have its Los Angeles opening at the Fine Arts Theatre on Friday, Nov. 7.

Para. 'Faith' Message Delivered in Rome

Special to THE DAILY

ROME, Oct. 29.—Continuing collaboration with the Italian industry under existing co-production and distribution policies was indicated for Paramount Pictures by George Weltner, vice-president, in an address today at a Paramount luncheon-meeting with more than 70 Italian exhibitors. The gathering at the Excelsior Hotel applauded Weltner's assurances at the same time that Paramount's faith in the future of the film business "is stronger than ever."

Paris Is Next Stop

The Paramount executive will conduct company business meetings here until Saturday, when he will fly to Paris for a meeting there on Tuesday with French exhibitors.

Odeon Books 'Earth'

"From the Earth to the Moon" will be the next attraction at the Odeon Theatre here. Film is a Warner Bros. release produced by Benedict Bogeaus.

for Veterans' Day

THE WHOLE BATTLED-SCARRED, LOVE-SCORCHED SAGA OF THE U.S. MARINES!

JERRY WALD'S production of

IN LOVE AND WAR

ROBERT WAGNER · DANA WYNTER · JEFFREY HUNTER

HOPE LANGE · BRADFORD DILLMAN · SHEREE NORTH

FRANCE NUYEN

COLOR by DE LUXE
CINEMASCOPE

DIRECTED BY PHILIP DUNNE · SCREENPLAY BY EDWARD ANHALT

for Thanksgiving

C'MON TO NEW ORLEANS FOR ALL AMERICA'S FAVORITE FESTIVAL OF FUN!

JERRY WALD'S PRODUCTION OF

MARDI GRAS

STARRING PAT BOONE · CHRISTINE CARERE

TOMMY SANDS · SHEREE NORTH · GARY CROSBY · FRED CLARK

DIRECTED BY EDMUND GOULDING · SCREENPLAY BY WINSTON MILLER AND HAL KANTER

CINEMASCOPE · COLOR by DE LUXE

When they get with 20th they stay with 20th!

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 84, NO. 86 NEW YORK, U.S.A., FRIDAY, OCTOBER 31, 1958 TEN CENTS

EDITORIAL

Vogel's Victory

By Sherwin Kane

second major victory for Joseph R. Vogel and his policies and plans for Loew's, Inc., in a period less than a year over powerful and ermined opposition is cause for nksgiving not only within Loew's throughout the industry, too.

Certainly, it is a well-deserved vic- coming, as it does, on the heels a complete reversal of the Loew's rating picture which has obtained the past several years. Not only the company's last fiscal year end the black, however modestly, but nings in the first (current) quarter the new year are running at the e of 45 cents per share, as Vogel pointed out, the best the company been able to show in any quarter ce 1947.

•

When it is remembered that Vogel s able to achieve this result while ually rebuilding the company in h New York and Culver City, and ultaneously fighting off dissident ckholder forces, board opposition l a proxy contest, the improvement umes near-miraculous proportions. The results to date certainly have ned Vogel's administration the t to the wholehearted support of board of directors and the com- y's stockholders.

This the board already has given its overwhelming approval of Vo- 's divorcement program at Wed- day's meeting. With the full board 19 members in attendance, the vote s 16 to 3. The three dissenting votes re those of the opposition, standing ne.

•

The vote, together with the ap- val of management's divorcement n by Loew's stockholders several rs ago, unquestionably will count vily in favor of management with h courts and stockholders should opposition endeavor to prolong its t cause by moving in either direc- n.

Industry experience to date shows t the Vogel plan for the division assets between the two new com- nies decreed by the court is the ndest course, the one most likely prove beneficial to stockholders. For t reason, it is the best, as well, for industry as a whole.

In Vogel's words, "The board is

(*Continued on page 2*)

Loew's Theatre Board Unanimously Supports Plan for Company Division

The board of directors of Loew's Theatres voted unanimously at their meeting here yesterday for the plan for the division of assets and liabilities of the parent company, Loew's Inc., which had been proposed by the management of the latter and was approved by its board of directors on Wednesday.

Leopold Friedman

The announcement was made by Leopold Friedman, president of Loew's Theatres, following the brief meeting of his company's board yesterday morning.

The plan now will be presented to Federal Judge Edmund L. Palmieri in U. S. District court here for

(*Continued on page 4*)

To Induct 36 Pioneers At Dinner November 24

Thirty-six new members will be inducted at the 20th annual Motion Picture Pioneers' dinner honoring United Artists president Arthur B. Krim and board chairman Robert S. Benjamin as the Pioneers of 1958. The gala industry event will be held at the Waldorf-Astoria on Nov. 24.

This will be the first time since

(*Continued on page 4*)

Canada Sunday Plea Is Drafted

Special to THE DAILY

TORONTO, Oct. 30. — The Motion Picture Industry Council of Canada wound up its meetings here today with a resolution calling for legalization of exhibition of theatrical motion pictures on Sunday across the country. Sunday shows are banned in every province except Quebec. Films however, are shown on TV without even censorship.

The resolution read: "The Motion Picture Industry Council of Canada believes everyone should be given the opportunity to see motion pic-

(*Continued on page 4*)

'More Product' Theme At Utah-Idaho Meeting

Special to THE DAILY

SALT LAKE CITY, Oct. 30. — A plea to distributors to relieve the current shortage of product was the general theme of talks and workshops which featured the convention of the

(*Continued on page 4*)

Dynamation Process Combines Animation, Actors, Trick Effects

By JAMES M. JERAULD

Columbia Pictures has a new color process for "The Seventh Voyage of Sinbad," soon to be released, called Dynamation. Called by any name, it probably will develop into a sensation in the making of fantasies or fairy tales, or even in horror films. A demonstration trailer of the process was shown here yesterday.

The process was used in the "Sinbad" film after about two years of experimental work, with the exteriors done in Spain and Majorca and the interiors in London. It takes up where "King Kong" left off in 1933 with enormously magnified figures and tiny ones, as well, acting with live people. The difference is that it's in color for the first time. This not only brings out the background, it also provides a mild illusion of a third dimension.

Charles H. Schneer, producer, worked with Harry Hauser, the man who developed the figures in "King Kong," for two years. Putting the Technicolor onto blue tinted stock was a complicated technical problem. It had to be done under exacting atmospheric conditions with tests every few seconds. The color mats were put on one frame at a time. In achieving

(*Continued on page 6*)

Sudden

Daff Resigns As Exec. V-P, 'U' Director

Is Given Non-Exclusive, Consultant Status in Firm

Alfred E. Daff, executive vice-president of Universal Pictures and a member of the company's board of directors, resigned from the company yesterday, effective tomorrow, Milton R. Rackmil, president announced here.

Alfred E. Daff

Daff also resigned as president of Universal - International Films, the company's foreign subsidiary.

However, Rackmil announced that Daff has entered into a new agreement with Universal Pictures as a

(*Continued on page 5*)

Double-Barrel Send-Off For 'Mardi Gras' Set

Jerry Wald's production of "Mardi Gras" will get a double-barreled send-off next month with a special preview showing of the attraction for the Virginia Military Institute cadets followed a few days later by a spectacular world premiere in New Orleans, home of the Mardi Gras festival.

A myriad of press, radio, television, newsreel and national magazine activities have been set for the advance build-up of "Mardi Gras," slated as 20th Century-Fox' Thanksgiving Day release. The film stars Pat Boone,

(*Continued on page 2*)

Television Today Page 5

PERSONAL MENTION

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, and BERNARD LEVY, his assistant, have returned to New York from New England.

•

KENNETH N. HARGREAVES, president of Rank Film Distributors of America, and FOSTER M. BLAKE, general sales manager, will leave New York on Sunday for Chicago.

•

RENE CLEMENT, French director, will arrive here on Monday aboard the "Liberte" from Paris.

•

BERNARD M. KAMBER, Heeht-Hill-Lancaster national director of advertising-publieity, will return to New York today from Hollywood and Chicago.

•

JOSEPH LEVINE, president of Embassy Pictures, Boston, has left New York for Paris.

•

JEROME M. EVANS, Eastern promotion manager for Universal Pictures, has left New York for Cincinnati and Columbus.

•

BILL STERN, sportscaster, will return to New York on Monday from Europe.

•

MAX STEINER, Hollywood eomposer, left here yesterday for London.

•

ROBERT HAKIM, producer, will return to New York from France on Monday aboard the "Liberte."

•

MUNIO PODHORZER, president of United German Film Enterprises, will leave here at the weekend for San Francisco.

•

KARL F. DE VOGT, foreign sales manager of Bavaria Filmkunst, A.G., and representative of the Association of German Motion Picture Exporters, is in San Francisco from Berlin to attend the film festival this week.

'Old Man' Bows Tonight At Eglinton, Toronto

Special to THE DAILY

TORONTO, Oct. 30.—The Canadian premiere of "The Old Man and the Sea" will take place tomorrow night at the Eglinton Theatre here. The Warner release will be presented on a reserved-seat basis, the same as in New York, Boston, Houston and San Francisco.

Lees Named Director Of UA Records Sales

Lester Lees has been named director of sales and sales promotion for United Artists Records, it was announced by Max E. Youngstein, president of the company.

Lester Lees

Lees, who immediately assumes responsibility for directing the sales of all UA Record products, is a 15-year vetcran of the record industry. He comes to United Artists from the sales manager post of Atlantie Records.

Double-Barrel

(*Continued from page* 1)

Tommy Sands, Gary Crosby, Christine Carere and Sheree North.

The picture was filmed partially on location at VMI, hence the preview for the corps.

Has a Bid from the Corps

Miss Carere has received from the cadets a scroll, inviting her to the preview and signed by every cadet at VMI. She will fly to Lexington, Va., home of the Academy on Nov. 11 for the preview that night. In addition, the actress will be given a complete tour of the Academy, will review troops and participate in a number of press, radio and television activities.

On the 14th, producer Wald, stars Boone, Carere, Sands, Crosby and North will attend the opening at the Saenger Theatre in New Orleans and participate in a preview parade of the 1959 Mardi Gras. Dozens of floats, which will participate in next year's festival parade will parade to the theatre.

Stars to Be on Floats

Plans for the parade have eaeh of the stars on a different float with newsmen brought in from surrounding areas also riding floats.

To Tour for 'Want'

Ed Montgomery, Pulitzer Prize-winning San Francisco reporter whose articles on the controversial murder trial of California "B" girl, Barbara Graham, inspired the making of the Figaro, Inc., Production "I Want to Live," will begin a 15-city coast-to-coast personal appearance tour in behalf of the United Artists release next week. His itinerary includes Los Angeles, Denver, Chicago, New York, Boston, Philadelphia, Baltimore, Pittsburgh, Cleveland, Detroit, Dallas, Atlanta and Fort Worth.

Royalty Payments Again ASCAP Subject

Diseussion of royalty payments and scale procedures again highlighted the semi-annual meeting of the American Society of Composers, Authors and Publishers at the Waldorf-Astoria Hotel here yesterday. Paul Cunningham, ASCAP president, presided at the well-attended session.

In his report to the membership, Cunningham praised the work done in Washington by Senator Joseph O'Mahoney on behalf of Senate Bill 1870 designed to improve songwriters' position in relation to juke box earnings. He also reported that ASCAP membership now stands at 4,270 writers and 2,339 publishers.

Radio Pact Expiring

Jack Bregman, chairman of the executive committee, alerted members to the fact that the ASCAP radio agreement, made originally in 1941, expires this year and that negotiations on a new pact will get underway soon. An important factor in these negotiations, he said, is the change in radio programming from a primarily network operation in 1941 to almost completely local operation now. The treasurer's report, delivered by Frank Connor, revealed that in the eight months from January through August this year ASCAP had receipts of $19,291,584 and expenses of $3,418,886, leaving $15,872,697 available for distribution.

Board member Ned Washington pointed out to the membership that many of ASCAP's most popular old standard songs now are going into the public domain, thereby reducing the organization's bargaining power with its customers. He urged more good new songs to keep the organization strong.

Floor Motion Rejected

A motion from the floor by Pinky Herman to dispense with the president's report at the start of the meeting, to allow more time for general discussion, was said to be out of order. The matter of royalty payments was later aired following a report by Herman Finkelstein, ASCAP counsel.

New Booking Outfit

BOSTON, Oct. 30.—Tom Fermoyle and Johnny Glazier have formed a new buying and booking service here. Both men are experienced in the buying and booking field as they started with the old Publix Theatres chain. Fermoyle later went with M&P Theatres and then with Sam Pinanski at American Theatres Corp., while Glazier became head buyer and booker for Western Massachusetts Theatres, whieh recently was transferred to L&D Theatres of Boston.

EDITORIAL

(*Continued from page* 1)

finally satisfied, after careful stu and consideration, that the plan (h would create two, strong, independe companies, each fully capable sound operations in its own field The result is "a potential equal, the very least, to the potential th existed in the original structure."

With that, those most familiar wi the situation, are in complete agre ment.

Sovereign Gets Para. 16mm Can. Franchise

Special to THE DAILY

TORONTO, Oet. 30. — Soverei Film Distributors Ltd. has taken the 16-mm franchise for the Canadi distribution of Paramount's theatric films. Sovereign, a subsidiary of E pire-Universal Films, Ltd., takes ov the franchise from General Film Ltd., which has held it continuous since 1943.

The company already handles other companies' product, includi Columbia, Rank, Republic, Walt D ney and RKO Pictures. Warner Bro M-G-M, 20th Century-Fox and Un ed Artists have their own 16-mm d partments.

J. R. Joyce, Ad Man wit Donahue & Coe, Is Dea

Joseph R. Joyce, a vice-preside of Donahue & Coe, advertising agen which handles considerable moti picture and theatre work, died su denly Tuesday night. He was 49 ye old and had been with the agency three years, having previously be with Ruthrauff & Ryan and oth agencies.

Funeral services will be held at Ignatius Loyala Church, Manhatta at 11 A.M. today.

Zoe Akins Dead

HOLLYWOOD, Oct. 30. — Z Akins, Pulitzer prize-winning pla wright, many of whose works h been adapted for films, died at h home here last night. She would ha been 72 today. She was working a film script, "Heller With a Gun when she was taken ill.

NEW YORK THEATRE

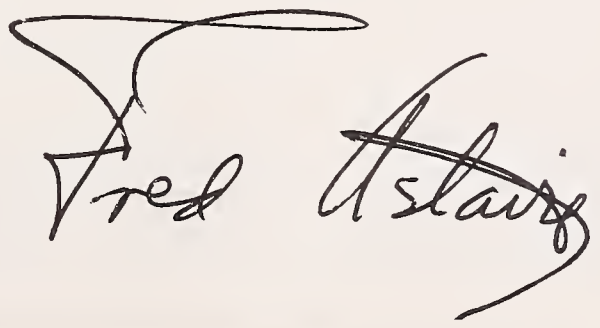
RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
"CAT ON A HOT TIN ROOF"
ELIZABETH TAYLOR • PAUL NEWMAN • BURL IVES
JACK CARSON • JUDITH ANDERSON
FROM M-G-M IN METROCOLOR
and GALA NEW STAGE SPECTACLE

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stor Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vince Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Was ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in t principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefell Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-Pre dent and Treasury; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a ye as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as secon class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10

SINCEREST THANKS

FOR THE OVERWHELMING RECEPTION ACCORDED OUR TELEVISION SHOW OF OCTOBER 17th OVER N. B. C. FOR THE CHRYSLER CORPORATION

Barrie Chase — The Jonah Jones Quartet — David Rose and Orchestra — Bud Yorkin — Hermes Pan — Herbert Baker — Gino Malerba — Pat Denise — David Robel — Alvin Stoller — Bobby Hammock — Walter Ruick — Joe Niemeyer — Mary Thomas — Darleen Engle — Joyce Horne — Larri Thomas — Mary Menzies — Glenda Guilfoyle — Terri Laurence — Barbara Frederickson — Roy Fitzell — Bert May — Paul Rees — Ricky Gonzales — Jimmy Huntley — Frank Radcliffe — Jerry Staebler — Rod Bieber — Herman Belmonte — Art Gilmore — Edward Stephenson — Ray Aghayan — William F. Wallace — Bill Cole — Jim Kilgore — Chuck Smith — Roy Montgomery — Paul Rose — Bob Graner — John Chambers — Frank Gaskins — Dale Applegate — Jerry Weiss — Carl Petsch — George Simpson — Karl Messerschmidt — John Casagrande — Louis Fusari — Ian Taylor — Eugene Schwarz — Mark Salvani — Robert Salle — Leon Fry — George Perry — Edward Colucci — William Verdier — Fred Cole — Clyde Fox — Frank Elwood — Ray Beal — Bob Johnson — Larry Peterson — Frank Barnhart — John Anderson — Howard Tollefson — Paul Stanhope — Rita Bennett — Norman Salling — Lynn Burke — Bob Conlin — Milt Altman — Russ Nies — Bob Smith — Robert Grapperhaus — Carl Hansenman — Harry Glyer — Gerald Smith — Sid Provost — Gordon Ward — Don Dunbar — Ken Baker — Wayne Kenworthy — Paul Murphy — Lon Stucky — Ron Olney — Bill Levitsky — Marvin Cooper — Karl Ravosa — Rolf Gompertz — Virginia Gregory — Mona Clark — John Christ — Don Tennant — Bernie Kamins — Elmer Holloway — Dean Craig — Marian Rees — Fred Astaire, Jr. — Jerry Gershwin — Mike Levee, Jr. — Jimmy Taylor — Stanley Hall — Ava Productions.



National Pre-Selling

DARRYL ZANUCK traveled to steaming hot French Equatorial Africa with a cast of international stars to film "Roots of Heaven." It was produced in CinemaScope and De Luxe color. "Life" in the Oct. 27 issue has produced a pictorial essay from the location photos made under the direction of John Huston. On page one of the article is a photo of a herd of elephants seem standing midstream in a tropical river, gargling their throats in the light of the early morning. There is a pictorial profile of Trevor Howard, the male star of "Roots of Heaven" that concludes this article on this new 20th-Fox film.

•

In selecting "Houseboat" as the picture of the month for November; Florence Somers says "Cary Grant has long been the master of sophisticated screen comedy and, this script is one of the best he's had in years. Sophia Loren is perfect for him and she does everything—jitterbugs, sings, plays in the band and has a rip-roaring time."

•

"Cat on a Hot Tin Roof" gets a deservedly good review in the October issue of "Seventeen."

•

Sophia Loren, the ingratiating Italian import, dominated a page in "Life's" Oct. 13 issue. Her most recent film, "Houseboat," in which she appears with Cary Grant, is termed "one of the gayest of this year's movie comedies" by the entertainment editor of "Life."

•

John Huston whose most recent release is "Roots of Heaven," is profiled in the November issue of "Argosy" by Richard Gehman, who tells some entertaining anecdotes of this colorful director. Two double page spreads illustrate the article.

•

Walt Disney's "Sleeping Beauty" is dramatically pre-sold on a two page color spread which appears in the November issue of "McCall's." Appearing on these pages are reproductions of highlight scenes in this new Disney feature, which is based on the most tender and beautiful of fairy tales. As in most all fairy tales, good triumphs over evil, and true love conquers all in Disney's "Sleeping Beauty."

•

Kim Novak in Columbia's "Bell Book and Candle," plays an enchantress who practices witchcraft with the aid of an agile Siamese cat. She hexes the weather, travel, telephones, and the affections of a gullible square, James Stewart, who doesn't know what's happening to him, according to "Look's" Nov. 11 issue.

•

Ruth Harbert's upbeat review on "Separate Tables" in the November issue of "Good Housekeeping" is almost surrounded with production photos of this new U.A. film. It has a top flight cast including Deborah Kerr, David Niven, Rita Hayworth, Burt Lancaster, Wendy Hiller and Gladys Cooper.

WALTER HAAS

Loew's Board Backs Division

(*Continued from page 1*)

approval as soon as attorneys have completed preparation of the necessary papers. Present indications are that will be some time next week.

Whether or not there will be further opposition to the plan, either in court or in an attempt at a proxy contest later, was not disclosed yesterday by Louis A. Green and Jerome A. Newman, Loew's directors who head the opposition.

Questioned yesterday as to his plans, if any, Green repeated the statement he and Newman made following Wednesday's board meeting: "If we have anything to say we will say it in the next 48 hours."

Criticized Studio Costs

The two have been outspokenly critical of Hollywood costs and the financial record of the studio. Their plan for separation of picture operations from theatre operations, as required by Loew's Federal consent decree, proposed the spin-off of the film company, rather than the theatre company, with the latter remaining as the principal Loew's company. The board of directors on Wednesday rejected the plan by a vote of 16 to 3, and approved the plan of Joseph R. Vogel, president of Loew's, Inc., by the same vote.

The opposition, in addition to Green and Newman, included only Joseph Tomlinson, Loew's director who waged a proxy contest against management last winter, and lost.

Vogel's plan calls for retention of the picture company by Loew's, Inc., which would receive all of the MGM production and distribution assets, its 49 theatres abroad, the Record company, the 62 per cent interest in music publishing companies, all television interests, including $33 millions of contracts from lease of pre-1948 films to TV. The films revert to MGM at the end of the lease period.

WMGM Included

The theatre company would receive the 102 U.S. and Canadian Loew's theatres and New York radio station WMGM.

Funded debt would be divided $20 millions to the new picture company, $5 millions to the new theatre company.

Stockholders of Loew's, Inc., would receive one-half share of new stock in each company for every share presently held.

If the court approves the plan, the new picture company would have gross revenues (based on fiscal 1957 Loew's results) of approximately $108 millions; the theatre company, about $37 millions.

'More Product'

(*Continued from page 1*)

Mountain States Indoor and Drive-in Theatre Association which opened here today to an attendance of some 50 exhibitors drawn from both states. The delegates emphasized their belief that, given a satisfactory supply of pictures, the period following Christmas could be very profitable. At the same time, however, they stressed the fact that a "fewer pictures" policy would do serious harm to their theatres.

Gillette Reports on Miami

S. L. Gillette, president, gave a report on the recent Miami Beach conclave of Theatre Owners of America.

The convention voted to push a campaign for more members.

The next convention will be held here in May.

'Hurrah' Big Weeks

Columbia's "The Last Hurrah" has completed the first weeks of its initial two engagements with "tremendous success," the company said yesterday. In Boston, the Loew's Orpheum reported a huge $30,951 for the first full week plus one extra show. In New York, despite bad weather conditions, the Roxy reported an excellent gross, missing $75,000 by less than $40.

Sunday Plea

(*Continued from page 1*)

tures in public as well as in private on Sundays, should they so desire, and therefore endorses Sunday movies in motion picture theatres."

The reference to "private" in the resolution refers to the film societies which show a series of films on Sunday nights to a limited membership in theatres.

The new chairman of the MPIC, succeeding Rube Bolstad, is the United Artists Canadian general manager, Charles Chaplin. Vice-chairmen are William Lester, Montreal, and Frank Fisher, general manager, Odeon Theatres (Canada), Ltd., Toronto, H.C.D. Main, exhibitor of Sutton, was re-elected secretary.

Tried Once Before

A committee will be set up by the MPIC to explore the possibility of a "motion picture institute." The issue was tried in 1955, and although support was gained from the major circuits and the distributors, exhibitors across the country failed to contribute sufficiently to get the institute off the ground.

The institute would have a paid staff, with its main function to publicize motion pictures as entertainment as well as becoming a clearing-house of information. It would also provide research material for legislative and tax problems.

Equipment representatives instigated a resolution calling on all branches of the industry to place greater emphasis on the quality of sound in motion pictures. Films, they said, had led the way in sound in recent years, then because of the cost of producing films and the cost of installation, motion picture producers had discontinued making films in stereo.

Disk Companies Cited

In the meantime, it was pointed out, phonograph record companies adopted the idea, publicized to a great extent, and today are setting new sales records in the number of discs being sold, thus placing the motion picture companies in the back seat when it comes to sound.

Even radio was boasting the job being done by them to offer better sound; why not motion picture companies, it was argued.

Leading the foray on the question of sound were Al Turnbull, of Dominion Sound and Ted Hayes of General Theatre Supply.

TENT TALK

Variety Club News

PHILADELPHIA—Edward Chernoff was installed as commander of the Philadelphia Variety Club Post 713, American Legion. Other new officers are Martin Kaplan, Morris M. Kanfer, Jr., George J. Anderman, Harry Geller and Maurice N. Wexler.

The second annual Albert M. Cohen Humanitarian Award, in memory of the late Chief Barker of the local Variety Club Tent, was designated for screen star Danny Kaye for his work with UNICEF.

△

DETROIT—"The Heart of Show Business," Variety Club short, has played 124 situations in this area, it has been reported by Milton Zimmerman, branch manager of Columbia Pictures and member of Tent No. 5. Prints are still working, said Zimmerman, and now are going into their second year.

△

ALBANY, N. Y.—Samuel E. Rosenblatt has been elected chief barker of the Albany Variety Club. Others named are: Elias Schlenger, first assistant chief barker; Irwin Ullman, second assistant chief barker, and Oscar Raskin, dough guy. Jules Perlmutter and Edward L. Rothbard were appointed co-chairmen to arrange a "kickoff" dinner in mid-November for the Camp Drive.

Induct 26 Pioneers

(*Continued from page 1*)

the three Warner Brothers shared the award that the Motion Picture Pioneers' board of directors will bestow a dual "Pioneer of the Year" tribute.

Additional new members are expected to join the Pioneer ranks by the night of the dinner.

REVIEWS

egion of the Doomed

llied Artists

HARTFORD, Oct. 30

Bill Williams, known to both reen and TV audiences, is principal layer in this William F. Broidy Pic- ires Corp. production, guided at an ntertaining enough pace by producer Villiam F. Broidy and director Thor rooks, working from a screenplay by om Hubbard and Fred Eggers.

Williams, an American officer in the rench Foreign Legion not only learns his chagrin that his commander Kurt Kreuger) is about to turn his en against the French to form an lliance with a dreaded desert tribe, ut also falls in love with his com- ander's wife (Dawn Richard). As atters wend their intriguing way, the ommander is killed by the very peo- le he would rule, and his widow aces an untroubled future with the merican.

Anthony Caruso, for many years a turdy western villain, portrays a sym- athetic role, as Williams' sergeant- idekick. Emoting, as well as produc- ion values, are geared for the type f audience that won't point accusing ingers at illogical turn of events.

Erwin Yessin functioned as associ- te producer.

Running time, 75 minutes. General lassification. Release, in September.

A. M. W.

When Hell Broke Loose

Paramount

What the Nazi werewolves, about which there was so much discussion n the closing days of World War II as the American army neared Berlin, planned to do behind the Ameriean lines, forms the basis of a fast mov- ng action film.

The central character is Charles Bronson as a tough bookie who gets out of a court jam by promising to enlist shortly after Pearl Harbor. The court makes sure he does by sending a marshal to escort him to a recruit- ing office. He spends most of his time in the brig before the Normandy in- vasion, which is shown briefly in old newsreel shots, and dodges as much action as possible until he meets Ilsa (Violet Rensing), a German girl who is living in a badly damaged house in a German town.

Ilsa is different. She accepts his gifts of stolen food and clothing, and drinks with him alone in her battered rooms, but resists his advances. For the first time his eynical attitude fails him. But, as might be expeeted, he lands in the hoosegow again for being absent without leave. Miss Rensing is a young blonde with a curious talent for stirring the sympa- thy of the audience.

She warns U.S. officers of the were- wolf plot to kill General Eisenhower and other officers. General Eisen- hower is shown in a short scene. The story is supposed to have been taken from counter-intelligence reports. When the U.S. officers take the girl in a jeep in search of the forest hide- out of the Nazis, Bronson is taken along for some reason. When he sees her wounded he seizes a gun from a dead German and goes into aetion. This sequenee tops most western thrillers.

Bronson, who has had considerable expericnce in television and films, is intensely real as the man who has been building up a devastating hate for the world and everyone in it until he meets the girl. Other principals in the cast, Arvid Nelson, who appears as one of the werewolves; Robert Easton, a Texas-born buddy of Bron- son, and Eddie Foy III, another buddy, eombine to keep the tension at a high pitch. The film was designed for action fans. It meets the specifiea- tions under the direction of Kenneth G. Crane. Oscar Brodney and Sol Dolgin were co-producers.

Running time, 78 minutes. General classification. Release, in November.

J. M. J.

Daff Resigns

(*Continued from page 1*)

consultant on a non-exclusive basis for a period of years. His employment contract with the company had two and one-half years to run.

Daff supervised Universal's world- wide sales and distribution and also was consulted on production and company policy in recent years, di- viding his time between the home office and studio and traveling ex- tensively.

Insofar as could bc learned yester- day the resignation was sudden, al- though reports that he was dissatis- fied and others linking him with new posts with other companies have been in circulation for the past several months. Daff has denied them em- phatically when asked about them.

Raekmil did not mention a succes- sor to Daff and indications are thc post will not be filled, at least for the present. Henry Martin will continue in charge of domestic distribution and Americo Aboaf in charge of foreign.

Born in Australia

Daff is a 38-year veteran with Uni- versal. A native of Australia, he joined the company there in 1920 after sev- eral years in other film and theatre work. He was made manager in Japan for "U" in 1935, Far Eastern super- visor in 1938. He was called to the home office in 1942 and was appointed foreign department supervisor the following year, and vice-president, then president of Universal-Interna- tional in 1944. He was placed in charge of world sales for the parent company in 1951, and has been ex- ecutive vice-president and a director since 1952.

AA Acquires 'Cosmic'

Allied Artists has concluded ar- rangements with Futura Pictures, Inc., to handle the world wide distribution of its science-fiction film, "The Cosmic Man."

Television Today

Cite ABC Pittsburgh Station Progress Role

Special to THE DAILY

PITTSBURGH, Oct. 30.—A special report on the rapid progress being made by Pittsburgh and the ABC Television Network, with emphasis on the key role the new ABC-TV station WTAE, Pittsburgh, is playing in the network's surge was presented today to an audience of leading business- men, advertising and agency execu- tives. The report, titled "Business Builds Business," was presented at WTAE's new studios.

Goldenson a Participant

Among those taking part in the ceremonies were: Leonard H. Golden- son, president of American Broad- casting-Paramount Theatres, Inc.; Oliver Treyz, president of the ABC Television Network; Donald W. Coyle, vice-president and general sales manager of ABC-TV; Leonard Kapner, executive vice-president of WTAE; Franklin C. Snyder, general manager of WTAE, and Bert Briller, director of sales development for ABC-TV.

Pittsburgh, the only major city which lacked at least three commer- cial TV stations, achieved full three- network programming on Sunday, Sept. 14, when WTAE began opera- tions.

GKS Slates First National Sales Meet

Gross-Krasne-Sillerman, Inc., will hold its first national sales clinic here starting Wednesday, it was announced by Michael M. Sillerman, GKS presi- dent. Philip N. Krasne, GKS board chairman, is flying east to attend the conference.

The meeting will be devoted to out- lining GKS sales plans for the next six months and presentation of a new sales plan for "African Patrol," recent- ly placed in syndication.

Among those attending will be the following: Gerry King, administrative vice-president; Mel Schlank, vice- president in charge of sales; Robert Brahm, Robert Hill and Fred Frank, Jr., vice-presidents for the eastern eentral, western and southeastern di- visions, respectively; Allen Hundley and Robert Holt.

The clinic will conclude Monday, Nov. 10.

Wild Joins GKS

Raymond W. Wild has joined Gross-Krasne-Sillerman, Inc., as vice- president for the Central Division, it was announced here by Michael M. Sillerman, GKS president. He assumes his new duties immediately, headquar- tering at the GKS office in Chicago and will attend the forthcoming na- tional sales meeting in New York.

TV Academy Forms New Service Bureau

The New York Chapter of the Academy of Television Arts and Sci- ences has set up a public information and service bureau, for the purpose of providing authoritative speakers and consultants from all phases of television to schools, colleges, founda- tions and other organizations which have need of expert advice or in- formation. Hal Davis, vice-president of Grey Advertising, who suggested the formation of the speakers and consultants service, was named chair- man of the new bureau by chapter president Robert F. Lewine.

Lewine also appointed Don Cash of NBC, Bertram Berman of CBS, Paul Tripp, producer and star of "On the Carousel," and puppeteer Bill Baird to serve with Davis. Other members will bc announeed shortly.

Will Meet Shortly

Davis said his group will meet in a few days to study where the needs lie for the services of their speakers and consultants, to determine the areas of television production and ad- ministration in which experts will be required, and to set up a screening process whereby the applicant's knowledge and ability to communieate will be established. Aftcr the bureau's personnel has been set, announce- ments will be sent to schools, colleges and other interested organizations, ad- vising them of the availability of the Academy's services.

Sara Lee to Sponsor ABC 'Election Night'

Kitchens of Sara Lee, Inc., in its first network television buy, has signed to sponsor "Election Night 1958" on ABC Television, Tuesday, Nov. 4, 10 P.M., to conclusion, it was announced by Charles W. Lubin, president of Kitchens of Sara Lee, Inc., and William P. Mullen, vice- president in charge of sales for ABC Television.

ABC News chief John Daly will head a staff of 14 commentators for "Eleetion Night 1958." This group will be assembled from news posts across the United States. The election special will eontinue until control of both houses of Congress is deter- mined. At stake are 33 Senate seats, 432 House seats, and 32 governor- ships. Control eenter will be ABC's Studio 2 in New York.

Paul Henreid to Direct

Paul Henreid has been signed as one of the directors of "International Airport," a dramatic series of 39 half- hour filmed programs starring Lee Bowman, a Himan Brown production, in association with United Artists Television, Inc., which is financing and distributing.

PEOPLE

Charles Sehlaifer, head of the advertising agency bearing his name, has been reelected to a fourth term as secretary-treasurer of the Joint Commission on Mental Illness and Health.

□

Seymour Berkowitz has resigned as salesman for United Artists film exchange here to become a partner in DeLuxe Theatre Premiums with Sam Goldstein. With UA for three years, Berkowitz formerly was with the Columbia exchange.

□

Jules Alberti, president of Endorsements, Inc., this week was presented the Meritorius Award of 1958 by the Navy League of the United States for his assistance in raising a fund to build the Navy-Marine Corps Memorial Stadium at Annapolis.

□

Kenneth A. Hoagland, director of engineering for tube operations at Allen B. Du Mont Laboratories, Clifton, N. J., has been appointed director of color tube research and development. He has been succeeded in his former post by Albert E. Beckers.

Sees Bright Future If Economies Are Made

The industry should pay heed to current economic reports indicating a rise in prosperity and in available spending money during 1959, Roy Rowland declares in an article in the product merchandising section of this week's *Motion Picture Herald*.

The independent producer, quoting from a McCann-Erickson study indicating a continuing upswing of gross national income and funds available for personal spending, said, "It's now up to us, acting as a well coordinated team, to see to it that film production is stepped up, both in quality and quantity, to meet the demand; and that the product itself is backed by the best efforts of all engaged in distribution, exhibition and exploitation."

Deeries Wage Demands

Rowland said in the article that while the need for an increased number of quality pictures to meet this market is apparent, the need for economies in production is also apparent. In this connection, he said, "To my knowledge, productions have been crippled and sometimes prevented by the unreasoning and exorbitant wage demands of top-billed stars."

The producer also stressed the importance of new talent. Declaring that other industries learn early the validity of the farmer's credo that "seed money" is a basic budget item, he said the motion picture industry "has one extraordinary requirement to which funds should be diverted—the development and exploitation of new star material."

REVIEW:

Enchanted Island

Waverly—Warner Bros.

HERMAN MELVILLE'S STORIES of the men who took time out from whale-chasing among the South Sea Islands to seek fresh water, provisions and romance in lush tropical surroundings never seem to lose their charm.

This story was adapted from Melville's "Typee" as a Benedict Bogeaus production and directed by Allan Dwan in a way to make the beautiful jungle backgrounds the hiding places of cannibals as well as the playground of beautiful girls in sarongs, thus providing enough menace in the Pacific Eden to make the story suspenseful as well as enchanting.

It begins when the whaling captain (Ted Corsia) orders his men back aboard ship as soon as they have collected some fruit and a few kegs of water, thereby starting a mutiny led by Mate Abner Bedford (Dana Andrews), who craves relaxation, and a youngster named Tom (Don Dubbins), who flee inland after a beach fight with the captain without knowing which of two tribes, one cannibal and the other friendly, they are going to encounter.

They catch up with the cannibals, who feed them so well they become suspicious. The chief's beauteous daughter (Jane Powell) brings food to them and helps nurse the wound of Tom. In a battle between the two tribes Andrews saves the life of the chief, who invites them to a banquet, which they don't enjoy because they suspect some of the prisoners may have gone into the soup kettle.

Tom disappears, but Andrews decides the pretty native girl is his ideal mate. A colorful wedding ceremony is definitely pleasant to watch. Everything goes along swimmingly (no pun, because the native girls drag Andrews into the ocean to give him a bath) until the whaling ship returns.

Escape is tabu, but Andrews tries to flee with the girl in a canoe. The whole tribe sets out in pursuit. Spears fly. The chief is killed. A medicine man also falls victim, but finally the two lovers are taken aboard the whaler.

The camera effects (in Technicolor) by Albert M. Simpson make the picture a delight to watch. The romance should hold a definite appeal to women patrons. The action scenes should lure the men as well as the younger set. In other words, the elements of a definite boxoffice attraction are present in plentiful supply.

Running time, 94 minutes. General classification. Release, in November.

JAMES M. JERAULD

Canadian Film Board Producing 160 Films

Special to THE DAILY

TORONTO, Oct. 30.—Canada's National Film Board, a government agency whose 1958-59 allocations come to $4,258,918 has 160 films in various stages of production right now. Eleven theatrical shorts are planned with the rest being non-theatrical. Last year the NFB produced 318 films, all shorts.

Considerably less than half of the NFB funds go into production, the bulk going for distribution and other costs.

Interviews for LeRoy

Motion picture editors of newspapers across the country are currently interviewing Mervyn LeRoy, producer-director of "Home Before Dark," by long distance telephone in connection with the Warner Bros. release. Cities included in the series of conference-call talks are: St. Louis, Detroit, Chicago, Pittsburgh, Montreal, Cincinnati, Columbus, Dallas, Portland, Ore., Denver, Salt Lake City, Houston, Atlanta, San Francisco and Seattle.

Refuse Plea to Ban 'Birth of a Nation'

Special to THE DAILY

BALTIMORE, Oct. 30.—The Maryland Commission in Interracial Problems and Relations made a plea today to ban showing of "The Birth of a Nation" at the Cameo Theatre here. Through its executive secretary, Samuel T. Dennis, the group urged the operator of the house not to show the picture, claiming it "places the Negro in an unfavorable light."

However, Robert B. Fischer, president of Artistic Films, Inc., said the engagement would continue as scheduled.

Had Been Banned

Six years ago, the Maryland State Board of Motion Picture Censors banned the showing, saying it could "induce to riots and other crimes" because of the nature of some of its scenes and subtitles.

Explaining the lifting of the ban, C. Morton Coldstein, chairman of the censors board, said the law has been changed since 1955 and there are not now any legal grounds to forbid licensing or permit cuts.

Dynamation

(*Continued from page 1*)

the gorgeous effects demonstrated i the trailer at the Columbia home offic yesterday the producer combined an mation, normal human action an trick photo effects.

The results are just as surprisin as was the appearance of Micke Mouse in color in 1935.

In the trailer a narrator with th real style of a radio announcer ex plains some of the curious scene where Kathryn Crant shrinks to figure about three and one-half inche high. It's done by moving the camer back slowly about 60 feet. Cyclops, one-eyed monster, seems tremendou on the screen. He was made of foan rubber.

Man vs. Skeleton

In another sequence Kerwi Mathews fences with a skeleton. Hi blade goes through the skeleto while the bones are doing a lively movement.

When the fencing was photographed Mathews was actually in contest with a famous Italian fencer The skeleton part was done by magnification from a tiny model and the picture was superimposed on the film.

The entire background of the film is an Arabian Nights fantasy. The public probably will not be interested in how the picture was made, but it is beautiful to watch and probably will intrigue all producers because of the realistic effects made possible.

Realism Strong

Using figurines and mixing the action with real humans is not new, but the addition of color makes it seem real as well as pictorially beautiful.

"Sinbad" will be screened for the trade in a few days and is due for Christmas release.

Sam Miller, 64

SAN JACINTO, Calif., Oct. 30.—Sam Miller, 64, veteran exhibitor who owned theatres in Rhinelander, Wis., and Gladstone, Mich., died yesterday at his home here, where he had lived for the past 10 years. Death was attributed to heart disease, with which he was first stricken five years ago. He is survived by his widow, Mrs. Mildred Miller.

'Love' Has Bow Here

Stars of Jerry Wald's "In Love and War," Robert Wagner and Eurasian beauty France Nuyen, led an array of entertainment world celebrities last night at the gala preview-premiere of the film at the Paramount Theatre here in honor of the Marine Corps Fathers' Assn., of New York.

Cooper's Mother-in-Law

SOUTHAMPTON, L. I., Oct. 30.—Mrs. Paul V. Shields, 67, mother of Mrs. Veronica Cooper, wife of Gary Cooper, died Tuesday night at her summer home here.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 84, NO. 87 NEW YORK, U.S.A., MONDAY, NOVEMBER 3, 1958 TEN CENTS

'ome Problems'

J. D. Officials Favorable to Loew's Plan

dicate Government Will pprove Co. Proposal

By J. A. OTTEN

WASHINGTON, Nov. 2. — Justice partment officials are inclined to k favorably on the Loew's, Ine., n to spin off the eompany's thea- 's and New York radio station.

Indieations were the Government uld give the plan its blessing when- er the proposal is submitted to New rk District Court Judge Palmieri approval.

"There are some problems to be ked at, of course," one Justice De- rtment official said. "For instance, ere is the matter of the division of e eompany debt. But I am reason-

(*Continued on page* 2)

et Eagle-Lion Case earing for Nov. 12

From THE DAILY Bureau

WASHINGTON, Nov. 2.—Supreme urt argument in the so-called gle-Lion case is now seheduled for ednesday, Nov. 12, court offieials id.

Eagle-Lion is appealing a lower urt decision dismissing its anti-trust it against Loew's and RKO Thea- s, charging a conspiraey to exelude films from first neighborhood run owings in New York City. The case

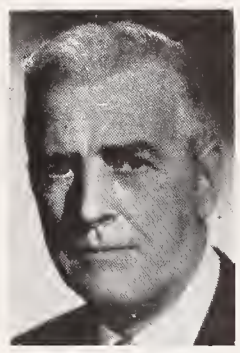
(*Continued on page* 4)

Television Today

Page 5

Adler Outlines Fox Program of 30 Top Films for '59; Looks Ahead to '60

Production plans of 20th Century-Fox for 1959, including a program of 30 major productions set for the year, were outlined by Buddy Adler, executive in eharge of production, at executive meetings at the home offiee here concluded on Friday. Adler also outlined plans for 1960 based on the company's library of literary and dramatie properties.



Buddy Adler

This sehedule, Adler said, will keep the studio in constant aetivity "on a scale previously unmatched in the company's produetion history." He predieted a sustained, orderly production program at the

(*Continued on page* 4)

'U' Board May Act on Studio Sale to MCA

An offer by Musie Corp. of America to purehase Universal's studio and property at Universal City reportedly will be plaeed before the company's board of direetors at its meeting here on Wednesday.

Details of the offer are unknown publicly as yet, but it is believed that if the sale is eonsummated the deal will include provisions for Universal to lease whatever studio spaee it may

(*Continued on page* 5)

Daff's Plans Not Set; Will Vacation First

Alfred E. Daff, who resigned late last week as executive viee-president and director of Universal Pietures, and as president of Universal International, the foreign distribution subsidiary, said on Friday his future plans still are undetermined.

"The first thing I'll do is take a good vacation," Daff said. "I haven't

(*Continued on page* 5)

'Ten' Gross at Drive-Ins Reported $2,800,000

Cecil B. DeMille's "The Ten Commandments" grossed over $2,800,000 at 365 drive-ins in the United States this year in special engagements which have now been concluded, Paramount Pictures reported at the weekend.

In announcing the gross, Edward G. Chumley, Paramount's domestic sales head for the film, said the drive-ins played it for from two to seven weeks during the summer recess period for schools.

Ashe NSS Assistant General Sales Manager

Ben Ashe, who has been with National Screen Service sinee 1941, has been appointed to the newly created position of assistant general sales manager, it was announced at the weekend by Burton E. Robbins, vice-presiin charge of sales for NSS. The appointment is effeetive today.

Ben Ashe

Ashe was a salesman and branch manager of the Los Angeles exchange of NSS until 1953 when he was appointed manager of the Hollywood studio in charge of all trailer production and television aetivity. Previously he was with the Benny Berger interests in Minneapolis for 13 years, advaneing to the post of general manager. He resigned to join NSS.

1 Year Old

Exhibitor Use Of Conciliation Is Still Slight

Distributors Estimate Less Than 100 Cases on Record

The industry's eonciliation system was one year old on Saturday.

In the 12 months since its ineeption, aecording to estimates by some top sales executives, fewer than 100 grievances have been channelled through the formal conciliation procedure. Fewer than a dozen eases have been appealed from branch managers' findings to home office distribution heads.

No offieial records of conciliation proceedings are kept by any single industry office, hence the total number remains uncertain and can only be estimated unofficially. Some sales executives hazarded a guess that the total number of eases for the first

(*Continued on page* 2)

Censorship of Ads Hit by Nicholson

By JAMES M. JERAULD

Now that the picture industry has reduced the impact of censorship the reformers are trying to introduce censorship of advertising, aeeording to James H. Nieholson, president of Ameriean International Pictures. Nicholson is the man who stirred excite-

(*Continued on page* 4)

Ferguson to Detroit On Newspaper Talks

Robert Ferguson, Columbia Pictures direetor of advertising-publicity, will leave here for Detroit today to confer with representatives of all three of that eity's daily newspapers.

The company declined to divulge

(*Continued on page* 4)

Lifelike color in every scene

Pathé

CALL PATHE NOW FOR EVERY FILM NEED: IN B&W OR COLOR

LABORATORIES, INC.
NEW YORK AND HOLLYWOOD

Speed, Quality and Service at Low Cost • Specializing in 35mm Color Developing • Dailies • 16mm Color Prints • Precision Opticals • Title Stand Work

PERSONAL MENTION

JOSEPH H. HAZEN has arrived in Hollywood from New York for conferences with HAL B. WALLIS.

•

GEORGE WELTNER, Paramount Pictures vice-president in charge of world sales, arrived in Paris over the weekend from Rome.

•

SIDNEY KRAMER, RKO Teleradio foreign sales manager, has returned from a series of sales meetings in Latin America and the Caribbean area.

•

DANIEL TARADASH, screen writer, left New York for London on Saturday via B.O.A.C.

•

CALVIN C. LEEDER, supervisor of branch operations for Rank Film Distributors of America, will leave New York today for Minneapolis and Chicago.

•

RAYMOND NELSON, assistant to the chairman of the board of NTA, will leave here today for Washington.

•

ALEC GUINNESS returned to London from New York on Sunday via B.O.A.C.

•

HOWARD MINSKY, Eastern sales manager for International Telemeter Corp., will return to New York today from Milwaukee and Chicago.

•

LUGGY WALDLEITNER, German producer represented at the San Francisco Film Festival, has arrived in the Golden Gate City from Germany by way of New York.

•

AARON SPELLING, writer-director, and his actress wife, CAROLYN JONES, are in Dallas from Hollywood.

•

PAT BOONE left here on Friday for London via B.O.A.C.

•

JAMES MACARTHUR was married yesterday in Solebury, Pa., to actress JOYCE BULIFANT.

•

D. A. DORAN, Paramount studio executive, returned to Hollywood at the weekend from New York.

No Paper Tomorrow

Motion Picture Daily will not be published tomorrow, Election Day, a legal holiday.

Conciliation Use Still Slight

(*Continued from page* 1)

full year was less than 50, but more put the number at "around 75."

Despite the modest use made of conciliation to date, there is no inclination in evidence to terminate it. The simplicity of the system and the fact that it requires no formal machinery to maintain and entails no costs other than in the time of those involved in the efforts to iron out disputes is its strongest recommendation and appears to assure its continuance indefinitely whether it proves to be popular or not.

The principal exhibitor criticism of conciliation seems to be that it really adds little or nothing to the time-honored system of talking out a grievance with a salesman or branch manager. Exhibitors are continuing to do this obviously, and this in itself explains much of why the formal conciliation procedures are so few in number.

Appeal Factor Is Popular

The fact that an exhibitor with a grievance can come back with a second party for formal conciliation discussions if he is dissatisfied with his initial informal talks with salesman or branch manager, adds effectiveness to the first informal discussion of a problem, sales executives point out.

The further fact that the aggrieved exhibitor can take his ease to the distributor's chief sales executive at the home office if he is not satisfied with the branch's disposition of it, also spurs the search for a solution at the outset, they state. The pressure to reach an agreement is supplied to both branch manager and exhibitor by such circumstances as the time, trouble and expense involved in a home office hearing; the branch's unwillingness to confess inability to resolve its own customer's complaint; the exhibitor's disinclination to go over the head of the local manager with whom he will continue doing business, and other similar considerations.

Existenee, as Such, Beneficial

Thus, it is felt that the very existence of a conciliation system aets to improve the effectiveness of normal buyer and seller attempts to work out disagreements on their own, and in doing so accounts for the relatively few unsettled disputes which become formal conciliation cases.

The conciliation procedure was an outgrowth of the industry arbitration conferences of 1956-'57. While the conferees were unable to agree on a formal industry arbitration plan, agreement was reached on conciliation and it was made effective as of Nov. 1, 1957.

Stewart Lauds Goldwyn For Aid to the MPPC

Special to THE DAILY

HOLLYWOOD, Nov. 2. — Samuel Goldwyn, largest single contributor to the Motion Picture Permanent Charities, yesterday made his regular annual donation of $30,000 to industry's charity organization. In a letter to James Stewart, MPPC campaign chairman, Goldwyn said:

"The motion picture industry can take great pride in the wonderful work which the Permanent Charities Committee has done over the years. I know of no industry whose members have given in greater numbers or more generously than the people of our industry, and I am sure that the fine record of the past will be equalled and surpassed by this year's campaign under your leadership."

Aeknowledging Goldwyn's gift, Stewart stated:

"You symbolize the whole spirit of Permanent Charities and I consider it a great honor to be connected with this organization of which you are so much a part. Permanent Charities has become a thing that the movie industry can be tremendously proud of, and you, more than anyone else are responsible for making it so. I am very grateful to you for your support, and we will do our best to make this year a big year for Permanent Charities."

J.D. Officials

(*Continued from page* 1)

ably optimistic that all problems can be worked out."

This official pointed out that the Government has long been fighting to make Loew's divorcement a reality. "If the plan is a reasonable one and accomplishes what divorcement should accomplish, then it does what we have long been arguing for," he declared.

'Country' Holdovers

"The Big Country" William Wyler-Gregory Peck production for United Artists release, is holding over in 21 regional engagements in the United States and Canada. The film is now in its 10th week in Los Angeles and in its sixth week in New York. Five-week holdovers are Salt Lake City and St. Louis.

Goodfried Now at Col.

HOLLYWOOD, Nov. 2. — Bob Goodfried, after being with Paramount for the past seven years, left over the weekend to join the Columbia studio publicity department.

Key City Bookings for 'tom thumb' Scheduled

Important key city bookings for MGM's Christmas attraction, "tom thumb" have already been set, John P. Byrne, MGM's general sales manager, announced at the weekend.

Included among the first bookings are Hippodrome, Baltimore; Orpheum, Denver; Brown's Theatre, Louisville; Midwest Theatre, Oklahoma City; Capitol, Salt Lake City; Warfield, San Francisco; Music Hall, Seattle; Majestic Theatre, Tulsa; Shea's Theatre, Youngstown, plus 15 holiday bookings in Los Angeles and 100 holiday bookings in New York and its surrounding territory.

All for Pre-Yule Week

All of these bookings are set to open between the 17th and 24th of December and, of course, will include Christmas week. In addition, a large number of bookings have already been set in non-index city situations.

Music Hall Has Album For Christmas Season

"Christmas Holidays at Radio City Music Hall," a new recording packaged in a 12-page souvenir album devoted to the famed showplace, is being currently released by RCA Victor Records. The new long-playing record, available in both stereophonic and monaural versions, features the Radio City Music Hall Symphony Orchestra under the direction of Raymond Paige, Richard Leibert at the Grand Organ and the Music Hall Choral Ensemble. The music includes the complete score of the famed holiday pageant, "The Nativity," as well as carols and other music from the theatre's Christmas shows.

'Tables' Paperback Set

A 22-country book promotion has been set with Signet Books in conjunction with the Hecht-Hill-Lancaster production "Separate Tables," it was announced by Roger H. Lewis, United Artists national director of advertising, publicity and exploitation. The paperback book is a novelization of the Terence Rattigan-John Gay screenplay of Rattigan's Broadway and London stage hit of the same name.

Handy Releases 'Look'

DETROIT, Nov. 2. — The Jim Handy Organization, film producer and distributor, will release "American Look," a 29-minute featurette in Technicolor and Superscope reviewing the contributions of America's designers to "the beauty and comfort of Ameriean living." Picture is booked currently with "Torpedo Run" at the Oriental Theatre in Chicago.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasury; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c

COMING
YOUR
WAY!

THE BUCCANEER

THE PICTURE FOR '59*

THE dramatic, romantic adventure!

CECIL B. DeMILLE presents

YUL BRYNNER · CLAIRE BLOOM · CHARLES BOYER in THE BUCCANEER

co-starring INGER STEVENS · HENRY HULL · E. G. MARSHALL

also starring CHARLTON HESTON as Andrew Jackson

Produced by HENRY WILCOXON · Directed by ANTHONY QUINN · Screenplay by JESSE L. LASKY Jr. and BERENICE MOSK · A Paramount Picture

TECHNICOLOR® VISTAVISION®

* *Special Advance Engagements For Christmas!*

UDT Borrows Orpheus' Lyre To Explain Scaffolding

Special to THE DAILY

DETROIT, Nov. 2. — United Detroit Theatres is rebuilding the marquee of the Madison Theatre here. Friday the seaffolding went up. On each side there blossomed the following poetie brain-child of Marie Meyer, publicity directo:

"Pardon our skeleton,
We're sorry it shows,
We wish we could dress it
In beautiful clothes.
But since we can't do it,
Please accept our regrets,
And watch our marquee
Become the brightest one yet."

Eagle-Lion Case

(*Continued from page* 1)

raises the question of the extent the Paramount Case judgment should be admitted in private anti-trust suits.

Court officials said that another appeal, involving the question of whether the Justice Department can bring an anti-trust suit against a station transfer approved by the Federal Communications Commission, might be reached late in the week of Nov. 17, but more likely would be reached in December. The case involves a Justice suit against RCA's acquisition of Philadelphia TV and radio stations.

Nicholson Hits Ad Censoring

(*Continued from page* 1)

ment at the Theatre Owners of America Miami Beach convention by replying to Jerry Wald's strictures on advertising.

"This is a carnival business, no matter what the puritans say about it, and in the carnival business you have to put your most sensational foot forward," Nicholson said at a press conference at the Astor Hotel Friday.

"If your appeal is to teen-agers, it has to be an emotional appeal," he added.

The company has a national selling organization, but does most of its distribution through states rights' operators.

Six years ago youngsters were interested in Davy Crockett, he stated, but now the atomic age has made them sophisticated.

"You can't scare them," he insisted. "They are amused even by the horror films. There is no self-indentification with monsters in our horror films."

The company has distributed 22 films in 1958, he averred. When it started the average market ran to 2,500 accounts. Now it is 7,000, and in many small places, he declared, theatres would go out of business without his pictures.

In further defense of the company's advertising, Nicholson said that all but four of its pictures received "A" ratings from the Legion of Decency and all of them were given the Production Code seal both for the pictures and advertising.

20th-Fox Consolidating Houston, Dallas Offices

Twentieth Century-Fox will consolidate its Houston and Dallas branches as of Dec. 1 it was announced on Friday by Alex Harrison the film company's general sales manager. Headquarters of the single branch will now be located in Dallas.

The move Harrison stated, is in keeping with the company's continuing policy of streamlining distribution operations.

BUSY?

Then you appreciate

MOTION PICTURE DAILY's policy of

All the News that Is News . . .

Concise and to the Point

with jealous concern for its reputation of

JOURNALISTIC RESPONSIBILITY.

Adler Outlines

(*Continued from page* 1)

studio matching the release schedule for the new year.

Adler stressed the need for flexibility in meeting changing public taste and assured his colleagues of the studio's ability to meet these needs. He referred many times to the stockpile of best-selling books, prize-winning plays and stories which he has assembled at the studio and said the program will be supported by a major array of top performers and craftsmen who are in the process of being assembled.

Spoke with Top Echelon

The final meeting on Friday completed Adler's three-day stay during which he met with president Spyros P. Skouras, the board of directors, and company executives, W. C. Michel, Murray Silverstone, Joseph H. Moskowitz, Charles Einfeld, Donald Henderson, Otto Koegel, Alex Harrison, Glenn Norris, Martin Moskowitz and Emanuel Silverstone.

Ferguson to Detroit

(*Continued from page* 1)

the purpose of Ferguson's Detroit visit.

Recent criticism of film and theatre newspaper advertising resulted in a meeting of Detroit exhibitors with officials of the Detroit News at which the showmen were informed the paper was contemplating censoring theatre ad copy submitted to it. No action of that kind has been taken by the paper since the meeting. On the other hand, the paper recently incorporated film news and advertising in a new Sunday entertainment tabloid, which has met with considerable exhibitor approval and commendation.

William Schachtel

William Schachtel, father of Jack Schachtel, Allied Artists advertising business manager, died here Friday. He was 83 years old.

PEOPLE

Sir Alexander Boyne King, who operates some 40 theatres in Scotland and controls the bookings of 40 more was honored on his 70th birthday at a luncheon tendered him in Glasgow by industry executives from his native land, from England and America. **King** is a former president of the Cinematograph Exhibitors Association of Great Britain and Ireland.

□

Archbold Van Beuren, publisher of the magazine "Cue" here has been elected chairman of the board. **Mor Glankoff,** president, will have the pos of chief executive officer; vice-president and treasurer **Edward Loeb** ha been named publisher, while **W. T Long** has been elected to a vice-presidency.

□

Charles Simpson, vice-president o Capital Releasing Corp., Atlanta, ha entered Piedmont Hospital there fo surgery.

□

Ed Brauer, former branch manage for Republic Pictures in Atlanta, ha been appointed special representative there for Hollywood Television Service, Inc. He succeeds **John Forsyth** who is returning to the Coast with the same company.

□

Edward Gollin, author and persona representative for Harold Robbins, Allied Artists producer, will work on the New York campaign for AA's "Never Love a Stranger."

Say Silent Film Shows Pull at Detroit House

Special to THE DAILY

DETROIT, Nov. 2.—The policy o using old silent pictures at the Clawson Playhouse here, is paying off, it i reported by Pierre LaMaare, managing director, who inaugurated the plan recently as an experiment, and who has disclosed that the "silents" will continue to be shown.

The films, produced 30 and 40 years ago, are obtained from collectors. They unreel at the Playhouse to the accompaniment of twangy old piano records on the public address system.

'Cat' At $7,500,000

M-G-M's "Cat On a Hot Tin Roof" has rolled up a gross of over $7,500,000 at the box-office since its release for Labor Day, the company said at the weekend. There have been 272 engagements for a total of 800 weeks with the holdover weeks contributing the major share of the gross. Many engagements are into their eighth and ninth weeks with the State Theatre in Boston, the Fox Wilshire in Los Angeles and the Stanley Theatre in Baltimore, currently in their tenth week.

U' Directors

(*Continued from page* 1)

quire from MCA for future production. MCA would use the studio for television production and rent ier facilities not needed to indedent producers.

It was learned that several ranking iversal executives whose employn contracts expire next month will nain with the company without new ntracts.

Decca Shares at New High

Renewed market interest in Decca cords stock, after a lull of several eks, was observed on the Big Board Friday, with a turnover in excess 31,000 shares and a price rise of , setting a new high for the year 19⅛. Financial sources attributed spurt to reports of the impending e of the Universal Pictures studio perty.

laff's Plans

(*Continued from page* 1)

l one since 1948. Thereafter, I'll sider several proposals now on id."

Daff declined to comment on trade orts that his employment contract h Universal which had two and e-half years to run at $2,000 per ek had been settled by payment in l over a period of years.

lby to Present V.C. itation at Charlotte

Special to THE DAILY

CHARLOTTE, N. C. Nov. 2.—Corge Eby, chief barker of Variety Iernational, will present an honorle mention citation to the Charlotte Vriety Club here Friday night.

The Charlotte club was awarded norable mention for its children's e clinic at the recent convention Variety International.

The citation will be accepted by ly Ervin, newly elected chief barkof the club, who will be installed ng with other new officers. The nquet will be held at Hotel Charte.

Detroit Variety Club egins Heart Drive

Special to THE DAILY

DETROIT, Nov. 2.—Variety Club nt No. 5 has launched its annual rcell Drive. This Heart Fund acity was inaugurated when Edward rcell, formerly with Cooperative heatres of Michigan, was stricken d incapacitated. Since then, Varie- contributes annually to assist in s support.

The committee guiding the drive is ade up of Art Levy, DCA branch anager, and Dick Graff, U-I branch anager.

Want' Here Nov. 18

"I Want To Live!" Figaro Inc. roduction for United Artists release, ill open on Nov. 18 at the Victoria heatre here.

IN OUR VIEW

FELIX W. COSTE, vice-president and director of marketing for the fabulously successful Coca-Cola Company, last week addressed the Fall Conference of the National Association of Broadcasters in Washington under the general heading, "New Responsibilities for Broadcasting." His remarks were of such clear-cut pertinence and significance as to merit repetition. In addition, they hew closely to a line we ourselves have often stressed.

He told his hearers that the phrase "public responsibility" in his opinion has been much abused and mis-used by the broadcasting industry. It is time, he said, that the industry develop a new definition of the phrase, one more keyed to today's needs. Changes in public attitudes, he insisted, must be watched, noted and acted upon. "You should think about more of your shows in terms of audience appreciation instead of audience ratings," Mr. Coste said.

•

He made the important and thought-provoking point that the industry has lost the interest and good will of those opinion-makers, editors, preachers, top business men, bankers, who largely shape a nation's thinking, today and tomorrow. It is vital, Mr. Coste thinks, that local broadcasters realize fully their responsibility begins first and foremost with the communities they serve. The point was made by the speaker that the station-break identification at the same time as the "nerve-wraekers," the 10, 15 or 20-second spots, is bad timing from the local station viewpoint. Piling on of spot commercials is bad business, he told the group, and we heartily agree.

The matter of the donation of free time as a "public service" came in for attention from Mr. Coste, who obviously had thought long and earnestly about television and its problems. With regard to that free time, he asked, "Who knows about it?" Not those opinion-moulders who should know, he feels. And all too often he finds that the donation of time is considered to fully discharge the obligation. That is far from true. The broadcaster should go far deeper than that. He should make every effort to become really a part of the local enterprise. "There is a vast difference between producing a show *for* an educational insitution and developing a show *with* one."

•

He cited the fact that the broadeasting industry, very young as it is, and maybe for that reason, has shown itself to be extremely susceptible to even the slightest pressures. But those pressures must be examined most critically, analyzed as to their value to the community as a whole, and where there is merit, turned to mutual advantage.

There are in addition social and business responsibilities developing upon the broadcasters. Sell the profit system locally, Mr. Coste urges, and by indirection imply to those who look and listen the pitfalls which lie in wait in the direction of socialism and the welfare state. Utilize the vast inherent capabilities of the broadeast medium to persuade the thinkers and opinion-makers that our way is the best way, and so better discharge the social responsibilities which every broadcaster has. Politics, said Mr. Coste in effect, is everybody's business, and rightly so. And it should be the business of the broadcaster, since politics is the business of electing men to public office and "providing through legislation a desired form and philosophy of government." The broadcaster, he believes, has a positive responsibility to use the medium to encourage right thinking politically.

Briefly, Mr. Coste sees a vast, as yet largely untapped area of public service, chiefly on the local level, where the broadcasting industry should be concentrating time and attention. It should be worth while.

—Charles S. Aaronson

Television Today

New NTA Series Set On Mantovani Music

A new television series of half-hour musical programs featuring the music of Mantovani and his orchestra plus outstanding guest stars has been acquired by National Telefilm Associates, Inc., for U. S. distribution, it was announced by Oliver A. Unger, NTA president. The series is being produced in England by Harry Alan Towers.

Operetta Emphasized

Some of the programs will be devoted to the music of such world-famous composers as Rodgers and Hammerstein, Irving Berlin, Sigmund Romberg, Rudolf Friml, Victor Herbert and others. Paris, Rome, Vienna and other foreign capitals will provide the theme for the other shows. Also featured in the series of 39 shows will be such prominent guest stars as Vic Damone, Connie Francis, the Hi Lo's, the band of the H.M. Welsh Guards, Larry Adler, the Boscoe Holder West Indian Dancers and the London Festival Ballet. John Conte is the host and announcer.

Detroit Birthday

DETROIT, Nov. 2. — Detroit's WJBK-TV celebrated its tenth birthday, via a proclamation by Mayor Miriani making it "WJBK Television Day." Channel Two has to its credit Michigan's first station to operate on maximum 100,000 watts, first to construct to maximum allowable antenna height of 1,057 feet, first with local color facilities, first with instantaneous video tape recording equipment, first commercial station offering a regular college course with university credit.

New Sales Division Announced by ITC

Independent Television Corp. has formed a new division called Arrow Productions to be devoted to sale and programming counselling on re-run product, it was announced at the weekend by Walter Kingsley, ITC president.

Kingsley also announced the appointment of two veterans of the film sales and distribution field to head up the new division. Appointed as administrative manager of Arrow Productions is Alvin E. Unger. Unger has just joined ITC after having been with Ziv Television Programs for many years in several sales executive capacities.

Three Years with TPA

Stanley Levey has been named sales manager of the new division. Levey has been with Television Programs of America for three years in a sales executive capacity and prior to that for many years was with Ziv Television Programs.

ABC-TV Program Dept. Realigns Executives

Realignment of ABC Television Network program department executives was announced by Thomas W. Moore, vice-president in charge of programming and talent for ABC-TV. In the realignment, the following promotions, effective immediately, were announced:

John Green, manager of the ABC-TV program department, has been named network executive producer. Leonard Maskin, manager of ABC-TV production services, becomes administrative manager of the program department, a newly created post in the network.

New Post for Kneeshaw

John Kneeshaw, plant services supervisor, is appointed business manager of production services.

Moore also announced the appointment of Arthur Segal as plant services supervisor, successor to Kneeshaw.

N.Y. TV Academy Unit To Honor Milton Berle

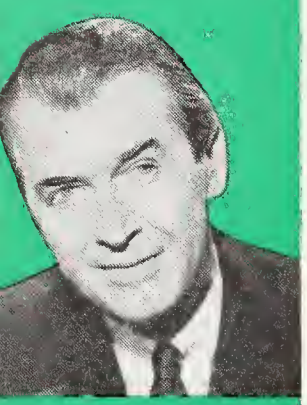
Milton Berle has been chosen as the guest of honor at a dinner-show to be presented by the New York Chapter of the Academy of Television Arts and Sciences in February or Maroh 1959. In time-honored tradition, Berle will be "honored" by being subjected to the ribbing of a host of his fellow stars of TV, movies and the theatre.

Max Liebman will produce the spectacular show to be presented during the dinner.

RINGS THE **BELL**

FOR THE PERFECT
NEW YEAR'S EVE
BOOKING . . .

NOTHING CAN HOLD A
CANDL
TO IT!



P.S. If you still don't know what picture we mean
ask the man from... *Columbia!*

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 84, NO. 88 NEW YORK, U.S.A., WEDNESDAY, NOVEMBER 5, 1958 TEN CENTS

Hires Marcus Cohn

TOA Readies Briefs for Pay-TV Fight

Harling Seeks to Enlist Support of Other Groups

Theatre Owners of America has retained Marcus Cohn, leading Washington television attorney, to assist in its campaign to ban pay - TV in all its forms. Announcement of Cohn's assignment and the fact that he has already started work on briefs and memoranda for presentation at Congressional hearings was made yesterday by Philip F. Harling, chairman of the TOA pay-TV committee.

Philip Harling

Harling was given a mandate at the TOA annual convention in Miami Beach late last month to press the

(*Continued on page 2*)

Admission Prices in Large Cities Drop

From THE DAILY Bureau

WASHINGTON, Nov. 4.—Motion picture admission prices in large cities dropped during the third quarter of 1958 to the lowest point of the year, the Bureau of Labor statistics reported.

The Bureau collects figures quarterly from 18 large cities and adjusts them to reflect trends in the 34 largest cities.

It said adult admission prices at

(*Continued on page 6*)

Television Today Page 6

IRB Rules Ticket Tax Exemption Won't Apply To Advance Sales Before Jan. 1

The current admission tax applies to all theatre tickets sold in advance of Jan. 1 for performances after that date, according to John W. S. Littleton, director of the Tax Rulings Division of the Commissioner of Internal Revenue's office in Washington.

Details of the ruling were set forth in a letter from Littleton which Charles E. McCarthy, information director of COMPO, received here yesterday.

The lettter states that the seller of a theatre ticket in advance of Jan. 1 for a performance after that date may return the cost of the ticket and also the amount of the tax collected, if he so desires.

Littleton's letter in full is as follows:

"This is in reply to your letter of Sept. 30, 1958, regarding application of admissions tax to advance sales of tickets made prior to Jan. 1, 1959, the effective date of amendments to Code section 4231(1) by Public Law 85-859, for performances during 1959 season.

"Public Law 85-859, 85th Congress,

(*Continued on page 2*)

Uphold K.C. Ordinance To Ban 'Garden of Eden'

Special to THE DAILY

KANSAS CITY, Nov. 4.—The city of Kansas City was in jurisdictional rights in enforcing a municipal ordinance barring the showing here of the picture, "Garden of Eden," the Kansas City Court of Appeals ruled in effect yesterday.

The Dickinson Operating Co., which proposed to exhibit the film, obtained an injunction in the Jackson County Circuit Court against the city's

(*Continued on page 3*)

Lazarus, Youngstein Head JDA Committee

Paul Lazarus, Jr., and Max E. Youngstein have accepted posts as chairman and co-chairman, respectively, of the program committee which will spearhead the 1958 campaign of the Joint Defense Appeal, it was announced by Samuel Schneider, chairman of the JDA amusement division. The industry drive for JDA will reach its climax at a luncheon in honor of Robert S. Benjamin, chairman of the board for United Artists, Nov. 12 in the Hotel Astor. Benjamin will receive the 1958 Human Relations Award for "distinguished

(*Continued on page 6*)

Jules Stein Here As Univ. Board Meets

Jules Stein, chairman of Music Corp. of America, returned to New York yesterday from a European trip aboard the "Queen Elizabeth" and will be available to Universal directors at their meeting here today when they reportedly will consider MCA's offer to purchase the Universal studio property at Universal City, Calif.

News of the possible sale maintained market interest in Decca Records stock on Monday, after heavy trading pushed the issue to a new high for the year late last week. While profit taking resulted in a net loss of

(*Continued on page 6*)

German Industry to Promote Films Here

By FLOYD STONE

With or without government money, German producers plan Film Weeks in this country's cities during 1959, a German industry leader said yesterday. They will be similar to those other national groups have run. They will have two, three, four, perhaps six pictures—the best from a run of about 120. They will feature stars,

(*Continued on page 6*)

Pay-TV to Make Debut In Canada Next Fall

Special to THE DAILY

TORONTO, Nov. 4. — Pay TV makes its debut in Canada next fall at London, Ont.

Trans Canada Telemeter, subsidiary of Famous Players Canadian Corp., the company which holds the Telemeter franchise in Canada is headed by Eugene Fitzgibbons.

A transmitting studio is to be set up in London's Crown Trust building with the transmission itself being handled by Bell Telephone Co.

'Quality Is All'

Hyman Sees No Shortage Of Product

Differs with Recent Views; Points to Longer Runs

Expressing a view directly opposed to that of many other exhibitors, including several speakers who expressed the opinions of many in attendance at the recent Theatre Owners of America annual convention at Miami Beach, Edward L. Hyman, American Broadcasting-Paramount Theatres vice-president, does not believe there is a product shortage.

Edward L. Hyman

In an interview with MOTION PICTURE DAILY, Hyman said there always is a shortage of high quality,

(*Continued on page 3*)

Hyman Hails New Film Magazines As Boosters

The outcropping of motion picture publications for distribution to theatre patrons without charge was welcomed by Edward L. Hyman, American Broadcasting - Paramount Theatres vice-president, as "a good thing and certain to stimulate interest in motion pictures and theatres."

Hyman was among the first to offer encouragement to this type of pub-

(*Continued on page 3*)

Movie Quiz Nights In Dallas Comeback

Special to THE DAILY

DALLAS, Nov. 4.—Movie theatre "quiz nights" will have a comeback at the scene of their origin, the Palace Theatre in downtown Dallas, famous for the original Dr. I.Q. show. On Nov. 10 the Wilbur Clark Presents Movie Quiz will flash on the Palace

(*Continued on page 6*)

PERSONAL MENTION

PAUL N. LAZARUS Jr. vice-president of Columbia Pictures, left New York yesterday for Hollywood.

•

GEOFFREY MARTIN, director of advertising-publicity for Rank Film Distributors of America, left here yesterday for San Francisco.

•

JAMES HILL, of Hecht-Hill-Lancaster, and JOHN HUSTON, director, arrived in New York yesterday from Hollywood.

•

OTTO BRAUENIG, Buena Vista auditor in Cleveland, has returned to his home there following hospitalization.

•

ROBERT WAGNER has returned to Hollywood from New York.

•

RUBE JACKTER, Columbia Pictures general sales manager, became a grandfather for the second time on Saturday with the birth of a daughter at Mt. Sinai Hospital here to his daughter, MRS. LEONARD KAHN.

•

MARTIN DAVIS, assistant director of advertising-publicity for Paramount Pictures, left here for the Coast yesterday for a week of conferences with studio officials on new product and national campaigns.

•

ARTHUR GREENBLATT, Allied Artists division manager, will leave here tomorrow for Memphis to head a sales meeting of the company's southern division Saturday and Sunday. After that he will make a tour of the branch offices represented at the meeting and return to New York Nov. 21.

•

WILLIAM HESTER, of Capital Releasing Corp., Atlanta, has resigned his accounting department post there to leave the industry.

•

BARBARA SALZMAN, of Academy Film Service, Cleveland, will be married on March 22 to ARTHUR WEITZNER, teacher and football coach at Byron Junior High School, Shaker Heights.

•

EVE CHATTERTON of the publicity department at Rank Film Distributors of America here was married last Saturday to GENE MICHELL of New York.

Change V.C. Meeting

Meeting of New York Variety Tent No. 35, originally scheduled for Nov. 13, has been changed to Nov. 18 to avoid a conflict with another industry event. The local tent will meet at the Hotel Astor.

TOA Readies

(*Continued from page* 1)

fight against pay-TV. Harling said yesterday that Cohn will attempt to arrange an appearance for him before the Harris Committee when it reconvenes in January to present TOA's position on pay-TV.

In the meantime, Harling said, he is contacting the heads of other exhibitor organizations to advise them of the steps TOA is taking and to enlist their support. The groups include Allied States Association, Independent Theatre Owners of America, and the Metropolitan Motion Picture Theatres Association.

Of One Mind on 'Threat'

At the TOA convention delegates went on record as reaffirming the conviction that pay-TV in any form is a "threat to the public interest." Harling was authorized "to present before all appropriate governmental agencies the infringement to the public interest by any form of pay-TV . . . and undertake all necessary action to outlaw pay-TV."

In a speech during the convention Harling pointed out that the Harris Committee earlier this fall persuaded the Federal Communications Commission not to authorize any pay-TV test over the air until Congress could legislate on the matter and that only a month ago Harris indicated his committee would broaden the scope of its pay-TV investigation to include cable-TV as well as over-the-air. If legislation banning all forms is not forthcoming, Harling indicated, the TOA committee is prepared to have it drafted and stage a grass-roots national campaign to seek its acceptance.

No Stranger to TV Litigation

Cohn, who represented TOA in prior television action and anti-pay-TV activity, is widely known for specialization in TV legislation and litigation.

Contest Will Promote Silent Film Policy

Special to THE DAILY

DETROIT, Nov. 4. — Pierre LaMarre, who recently inaugurated with great success a policy of showing old silent films at the Clawson Playhouse here, is planning a contest for further promotion. He will exhibit stills from the silent films in the theatre's second floor art gallery. Contestants will be asked to identify photos of the old-time stars and scenes from such classics as "Birth of a Nation."

LaMarre's success with the silents has brought him letters from over 30 art theatres throughout the country with exhibitors inquiring how they can get in touch with collectors in order to book the old pictures.

ABC Vending Sales, Earnings At New High

ABC Vending Corp. set new highs for sales and earnings in its 11-year history for both the third quarter and the 39 weeks ended Sept. 28, it is reported by Benjamin Sherman, chairman. Net income for the 13 weeks to Sept. 28 of $850,760, represented a 21 per cent increase over the third quarter of 1957.

Net Income Up 20%

Total operating revenues for the third quarter were $20,905,805, up 20 per cent over the same period in 1957. For the 39 weeks ended Sept. 28 net income after taxes was $1,480,000, 20 per cent over that for the same period last year.

Pre-Release Engagement Of 'Lonelyhearts' Set

Dore Schary's "Lonelyhearts," his initial independent production for United Artists release, has been set by UA to begin a pre-release engagement at the Warners Beverly Theatre, Los Angeles, on Dec. 17 in order to qualify for Academy Award consideration. The film is slated for national release by UA early next year.

Await SEC Approval

Application has been made to the Securities and Exchange Commission for registration of the securities of Motion Picture Investors Inc. but the registration statement has not yet become effective, according to Spencer Fane, Britt & Brown, attorney for the company. In a report from the TOA convention Oct. 23 concerning the exhibitors investment company, sponsored by Howard E. Jameyson, MOTION PICTURE DAILY inadvertently indicated that SEC approval for the company had been issued.

Hayward, Wanger Tour

Susan Hayward, star, and Walter Wanger, producer, of Figaro Inc.'s production, "I Want To Live!" will begin a coast-to-coast personal appearance tour next week on behalf of the United Artists release. Miss Hayward and Wanger arrive in Chicago on Nov. 9 and due in New York on Nov. 11. Boston and Washington also are on the itinerary.

Goldsmith, DCA Sign

CLEVELAND, Nov. 4. — Arthur Goldsmith, who recently organized Seaway Film Distributing Co. as an independent exchange to distribute pictures in northern Ohio, has acquired the area franchise for D.C.A. product. He was local D.C.A. branch manager until the company closed its office last spring.

IRB Tax Edict

(*Continued from page* 1)

amends section 4231(1) of the Internal Revenue Code, effective Jan. 1, 1959, to provide for an exclusion of the first $1.00 paid for admission to any place, so that the tax will apply only to the amount in excess of $1.00. With respect to season tickets, the taxable amount is that portion of the amount paid for a season ticket which is in excess of $1.00 multiplied by the number of admissions covered by the season ticket. This amendment is applicable only to amounts paid for admission after Dec. 31, 1958. The tax rate applicable to tickets of admission sold prior to Jan. 1, 1959 for performances on or after that date would be the rate of tax currently in effect. The fact that the performance for which the admission price is paid occurs after Dec. 31 1958 is immaterial.

Provides for Refunds

"Persons having made advance sales of tickets prior to Jan. 1, 1959, for performances on and after that date may refund such admission charges prior to the date of the performance to which the admission relates. Any person making a refund of an admission charge upon which tax has been collected may repay therewith the amount of tax so collected. Tickets issued in place of those referred to above, showing any changes in the established price of admission and the correct tax data under the new law, cannot be sold prior to Jan. 1, 1959."

New Price Drop

HARTFORD, Nov. 4.—The first-run Bijou Theatre, Springfield, Mass., is now charging adults only 50 cents from opening to 3 P.M., on Sunday afternoons, following a policy recently instituted at the Rivoli, Chicopee, Mass., and the Falls, Chicopee Falls.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
"CAT ON A HOT TIN ROOF"
ELIZABETH TAYLOR • PAUL NEWMAN • BURL IVES
JACK CARSON • JUDITH ANDERSON
FROM M-G-M IN METROCOLOR
and GALA NEW STAGE SPECTACLE

FOR QUALITY AND SPEED
DON'T BE DISAPPOINTED!
Always Get Your
SPECIAL TRAILERS
From Dependable
FILMACK
630 Ninth Ave. New York, N.Y.
1327 S. Wabash CHICAGO 5, ILL.

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Marquee Inspections Slated in Detroit

Special to THE DAILY

DETROIT, Nov. 4.—Charles E. Allen, deputy commissioner of the Department of Buildings and Safety Engineering, reports all theatres in the city with marquees over five years old are being sent violation notices. This form of procedure does not necessarily mean all marquees are condemned, but rather alerts theatres to forthcoming inspection.

This was set in motion by a series of falling cornices and facing stones, although only one of these incidents involved a theatre. No one was injured.

The five-year ruling will affect virually every theatre in the city. It is elt steel supports in many have deeriorated and must be removed or replaced.

Allen also said the current violaion notices will be followed by a imilar set regarding fire escapes.

Revel, Composer, Dies; Wrote Many Film Hits

Harry Revel, composer whose works were featured in many films especially n the 1930's, died here Monday of a erebral hemorrhage. He was 52.

Born in London, Revel started his professional career with a Hawaiian orchestra in Paris. Following a tour of Europe he came to America, entering motion picture work in 1933 when he handled the music for United Artists' "Broadway Through a Keyhole." In 1934 he joined Paramount and was associated with many of that company's outstanding musical hits, including "We're Not Dressing," "Here Comes the Groom," "Shoot the Works," "She Loves Me Not," "The Old Fashioned Way," "Stolen Harmony," "Love in Bloom," "Paris in the Spring," "The Big Broadcast of 1936," "It Happened on Fifth Avenue" and "Collegiate." In the latter picture he also appeared as one of the players.

For M-G-M Revel collaborated on songs for "Two Girls on Broadway."

The deceased is survived by his mother, Mrs. Rose Revel, and a sister. Mrs. Reni Schulman, both of New York, and a brother, Sam, of Hollywood.

South for 'Houseboat'

Paramount's "Houseboat" is setting records in its first engagements in the South, the company reports. Cited as typical opening weekend (3-day) grosses were $12,721 at the Fox, Atlanta; $9,535, the Alabama, Birmingham; $6,303, Tennessee, Knoxville; and $4,945, Tivoli, Chattanooga.

New In-Car Heaters

HARTFORD, Nov. 4.—The Berlin Drive-In, Berlin, Conn. has announced plans to provide free electric in-car heaters for the winter bringing to two the number of metropolitan Hartford outdoor theatres advertising such service. A similar plan has been in effect for several years at the Smith Management Company's Meadows Drive-In.

Hyman Sees No Shortage

(*Continued from page 1*)

sure-fire boxoffiee attractions, but there is no shortage of pictures.

"Quality is all that counts today," Hyman said. "Mere numbers of pictures are meaningless. We no longer can charge admission for the kind of entertainment that is available on television free."

He noted that AB-PT is playing "Cat on a Hot Tin Root" in its Salt Lake City theatre for a tenth week, currently; something unheard of in previous years. Had the theatre been obliged to play lesser quality pictures, it might have been forced into double featuring and used 20 or more films in the same length of time.

'Smaller Theatres, Too'

"Smaller theatres, too, will have to learn to adjust themselves to getting longer runs from the better product, and ease their film supply requirements in that way," Hyman remarked.

He expressed the belief that most exploitation pictures are good only for two or three days of good business, "then fall apart thereafter, and they require a good, live, pre-opening campaign at that," he said.

October theatre business was disappointing, the AB-PT executive said, due in his opinion to a minimum of high quality releases.

"The theatres were given a strong boost in October by 'Cat on a Hot Tin Roof'," he said. "In 1956, 'Giant' did the same thing. Last October, there was no comparable, outstanding picture; as a result, the theatres suffered badly.

"From now on, the releases look good," he said. "We have 'The Last Hurrah,' 'In Love and War,' 'Houseboat,' 'Mardi Gras,' 'Tunnel of Love' and 'Home Before Dark' this month.

"For the pre-Christmas and Christmas Holiday period we will have 'The Buccaneer,' 'Geisha Boy,' 'The Inn of the Sixth Happiness,' 'Roots of Heaven,' 'tom thumb,' 'Some Came Running,' 'Bell, Book and Candle,' 'Tonka' and 'I Want to Live,' 'The Old Man and the Sea' and 'Auntie Mame.'

'Rally' for Feb. 22

"I think it is a good thing," he continued, "that 'Rally Round the Flag' has been changed from a Thanksgiving-to-Christmas release and, instead, will be released Feb. 22; that 'The Perfect Furlough' has been changed from Christmas to Jan. 14, and that 'Separate Tables' has been changed from Christmas, except for four pre-release cities, to February.

"These changes avert some of the congested release of the year end holiday period. The fact that they are further spaced is a practical contribution to orderly distribution. I am sure exhibitors will recognize this and get behind these pictures with extra effort when they become available," Hyman said. "And from the first 1959 quarter on, the releases look very good."

K. C. Ordinance

(*Continued from page 1*)

action. That ruling was appealed by the city to the State Supreme Court, which disclaimed jurisdiction and assigned the case to the Kansas City Court of Appeals.

In yesterday's action, the appeals court said the Equity Division of the Circuit Court, which granted the injunction against the city, had no authority to prohibit the municipality from enforcing an ordinance barring the showing of questionable motion pictures.

'Gigi' Big at Sutton

MGM's "Gigi" drew capacity audiences to the Sutton Theatre here Sunday as in its first day as a continuous run attraction in New York. The gross of over $4,300 was the biggest Sunday at popular prices in the history of the theatre and was achieved in spite of heavy rain. The night before, "Gigi" wound up its reserved seat run at the Royale Theatre where it ran for over six sellout months. The total gross for the 255 performances at the Royale was nearly half a million dollars.

'Heaven' to Rochemont

"Embezzled Heaven," based on the Franz Werfel novel of the same name, has been acquired for distribution in the U.S. and Canada by Louis de Rochemont Associates.

Hyman Hails Magazines

(*Continued from page 1*)

lication, having solicited nationwide exhibitor support for "Screenbill" beginning several months ago. The first issue with a guaranteed circulation of several million will be out around holiday time.

Since the announcement of "Screenbill," the Denver Post, at the instance of Robert Selig of Fox Intermountain Theatres, and other Colorado exhibitors, has given consideration to publication of a film rotogravure magazine for distribution by theatres. It would be supported by advertising and, as in the case of "Screenbill," would cost exhibitors only the shiping charges.

The recent Theatre Owners of America annual convention in Miami Beach named Selig chairman of a committee to investigate the Denver publication further and report on its suitability for theatres in all parts of the country.

Also, within the past few weeks, the Detroit News added a motion picture theatre section to its Sunday television and entertainment magazine on the urging of local exhibitors.

'Tunnel' to Roxy

"The Tunnel of Love" the film version of the long-run Broadway comedy hit, will be the next attraction at the Roxy Theatre here, M-G-M announced.

PEOPLE

A testimonial dinner will be given in the Theatrical Grill, Cleveland, on Monday, Nov. 10, in honor of **Carl Reardon,** former local Universal branch manager who was promoted to manager of the Philadelphia branch, and **Peter Rosian,** district manager whose territory has been increased from five to eleven offices. **Jim Levitt,** Buena Vista branch manager, is chairman in charge of the affair.

□

Morris Jacobson, president of the Strand Amusement Company, Bridgeport, Conn., circuit, has reopened the long-shuttered subsequent-run American Theatre, Bridgeport, Conn., operating evening performances only Mondays through Fridays, and continuous shows on Saturdays, Sundays and holidays.

□

James M. Totman, assistant zone manager, Stanley-Warner Theatres, has been elected a director of the New Haven Young Men's Institute.

□

Frank O'Neill, formerly manager of Smith Management Company's Meadows Drive-In, Hartford, and more recently at the Stanley-Warner Palace, Norwich, Conn., has been named manager of the S-W Delaware, first-run Albany art-house.

□

David (Skip) Weshner has been named producer's representative on UA's "I Want to Live."

'War' in Big Start; Adler Praises Support

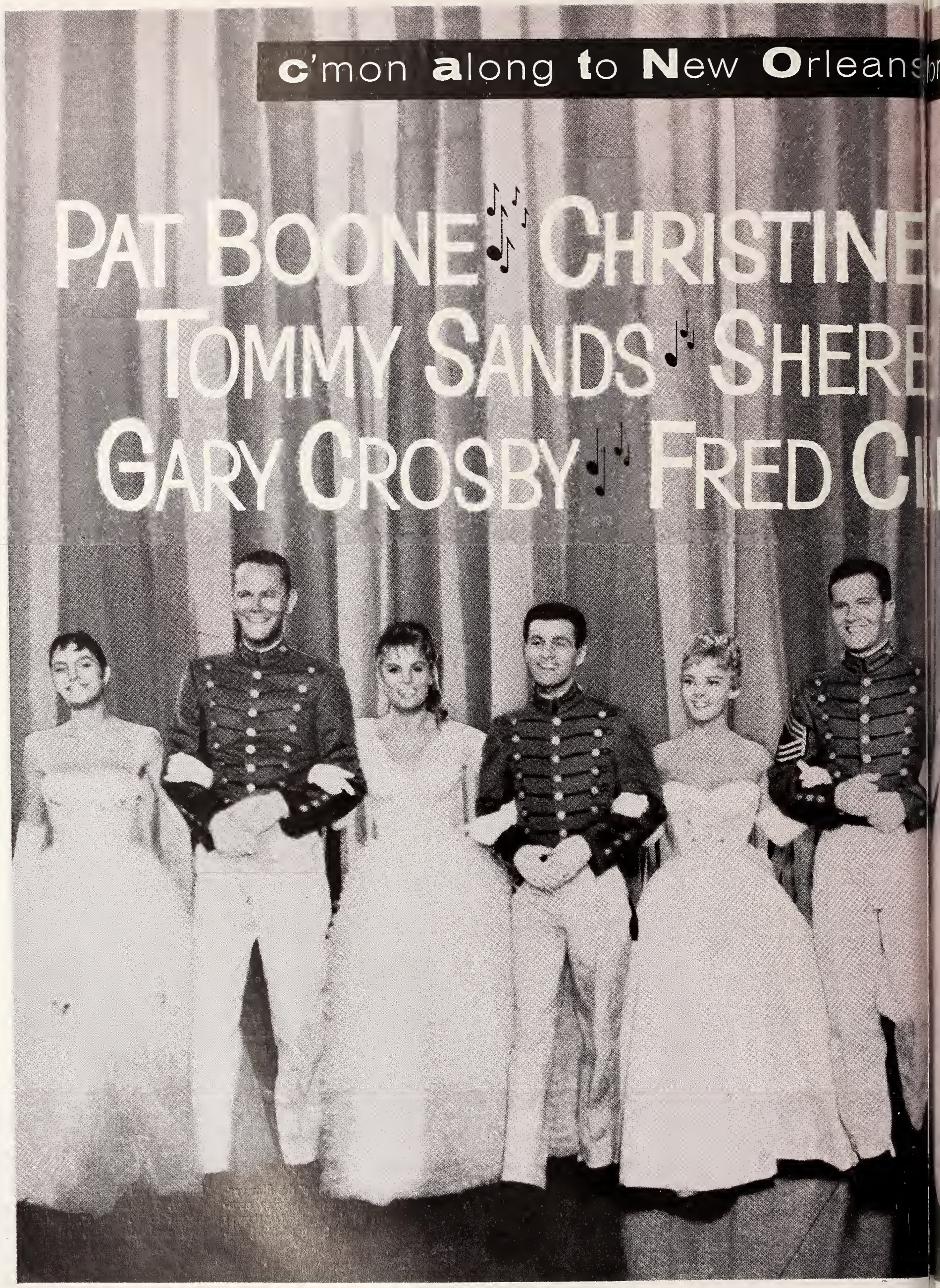
Jerry Wald's "In Love and War" opened in several situations at the weekend to exceptional box office returns, according to initial reports from the theatres. At the Center Theatre in Buffalo, the film took in $9,917 for the three days; at the Roosevelt, Chicago, $12,442; Keith, Cincinnati, $5,683.

Upon receiving reports of the grosses, Buddy Adler, 20th Century-Fox executive in charge of production, issued a statement praising exhibitors for their support of the company's program of advancing young players to stardom.

"It is most gratifying to see the enthusiasm and effort the exhibitors are putting into selling our 'young player policy'," Adler stated.

Leases Theatres

UPPER SANDUSKY, Ohio., Nov. 4. — Mrs. Leo Jones has leased the theatre properties of her late husband to Jack Armstrong, circuit owner with headquarters in Bowling Green, O. Houses involved are the Star, Upper Sandusky; Carey, Carey, O. and the Indian Trail Drive-In, Upper Sandusky. This increases the Armstrong circuit to 18 houses, including hard tops and drive-ins, all located in northern Ohio.


c'mon along to New Orleans
PAT BOONE
CHRISTINE
TOMMY SANDS
SHERE
GARY CROSBY
FRED CL

r the screen's greatest carnival of joy!

20th salutes ***REDBOOK*** *for*
its December issue: PAT BOONE
on cover—12 pages inside!

JERRY WALD'S
PRODUCTION OF

MARDI GRAS

DIRECTED BY
EDMUND GOULDING
SCREENPLAY BY
WINSTON MILLER AND HAL KANTER
CINEMASCOPE
COLOR by DE LUXE

20th is with it for Thanksgiving!
Get with 20th!

German Plans

(*Continued from page* 1)

directors, producers. And sales executives.

Speaking yesterday at the Warwick, where he served drinks and canapes to trade, news, and German language press writers and was assisted at times by Munio Podhorzer, German Export Union representative—Karl F. De Vogt, foreign sales manager for Bavaria Filmkunst, said the Germans feel of course they should have a subsidy for such promotion. They should have a subsidy for pictures which would go well possibly everywhere but in Germany. But, he added, they are accustomed to doing without.

Sees Similarity to U. S.

He declared Germany's industry alone resembled America's. It had no support. No government interest. Not even an Eric Johnston. It is a risk industry, and the government, whose executives believe in free trade, remind them of it.

"For the sort of job of promotion we have to do in the world, and speaking for the Export Union, we need support," he said. "Four days in New York, four in Los Angeles, in Chicago, and so on—that's expensive, more than we can pay for. But, we are going to go ahead."

As for his own company, which itself makes about 12 pictures per year and for others about 20 or so, it, he commented, doesn't want government money.

Seeks Tax Relief

What it does want is relief from a tax which amounts to four per cent and is imposed "five times," on studio, producer, laboratory, theatre, distributor—"and not one cent of which goes to our industry."

De Vogt really is here, he said, to ascertain what kind of German picture can succeed. He has been talking a week to distributors and especially, he emphasized, to theatre owners. He heads now for the San Francisco Film Festival, to show "Taigo," and to learn more; and to Hollywood, to learn even more. He suspects he may find his answer there rather than here.

He cited a sort of case into point: "The Captain from Koepenick." It did well at the 72nd Street Playhouse; elsewhere, he admitted, it is in difficulty. The critics liked it; and he was told New York critics are important.

Feels 'German Flavor' Vital

He believes so far, and unless a subsidy comes, Germans will have to use a formula which keeps a "German flavor"—and the home market—and above all has a special style. It must not imitate French or Italians, he admonished. He reminded that historically, German films at one time had acceptable international style; films such as "Maedchen in Uniform" and "Blue Angel."

"Taiga"; "The Heroes," from Shaw's "Arms and the Man" and starring Lilo Pulver and O. W. Fischer; and "Black Lightning," with skiing star Toni Sailer—are candidates, he feels.

He also is here to seek customers for his studio, the biggest, he claims, in Europe, with eight sound stages and completely modern.

Lazarus, Youngstein

(*Continued from page* 1)

service to the cause of community welfare and human rights."

Other industry leaders who will head the JDA campaign are Leslie R. Schwartz, chairman of the theatre division, with Arthur M. Rosen serving as co-chairman. Members of the theatre division are Emanuel Frisch, Walter Reade Jr. and Solomon O. Strausberg.

Chairman of the laboratories division is Saul Jaffee. Serving on behalf of Cinema Lodge B'nai B'rith in the amusement division's campaign are Joseph B. Rosen, Lodge president, and Martin Levine, JDA chairman of the lodge. Members of the lodge committee include Jack H. Levin, Robert K. Shapiro and Al W. Schwalberg.

Honorary chairmen of the amusement division, previously announced, include Barney Balaban, Harry Brandt and William J. German.

The industry campaign will help meet JDA's national goal of $5,600,000 on behalf of programs for promoting better group relations. JDA is the fund-raising arm of the American Jewish Committee and the Anti-Defamation League of B'nai B'rith.

Jules Stein Here

(*Continued from page* 1)

three-eighths of a point Monday volume continued high with approximately 16,000 shares changing hands. The stock closed at 18¾ on the day's trading.

Financial sources were inclined to discount an alternate report that Decca was a possible merger partner for Studebaker-Packard. The latter's stock also was heavily traded and advanced fractionally on Monday.

Although there is no official confirmation of the price offered by MCA for the Universal studio, Wall Street reports mentioned a profit of $3.80 per share after capital gains. Universal has approximately 927,000 shares outstanding, of which more than 80 per cent are owned by Decca.

Admission Prices

(*Continued from page* 1)

the end of the third quarter were down to 135.7 per cent of the 1947-49 base period prices, compared with 136.7 per cent at the end of the second quarter and 139.7 per cent at the end of the first quarter. The first quarter figure was an all-time high.

Children's admission prices dropped from 128.3 per cent of the base period at the end of June to 126.4 per cent at the end of September. This was still higher than the 126.0 per cent at the end of March.

The combined adult-child price index stood at 134.8 per cent at the end of the third quarter, down from 136 per cent at the end of June and the 137.8 record figure at the end of March.

One Man's TViews

By Pinky Herman

GEORGE PUTNAM, who left N.Y. about nine years ago for the West Coast, is undoubtedly the top newscaster there, his KTTV (L.A.) programs copping citations and awards (including 2 Emmys.) Last month, while in Hollywood we caught several of his newscasts and to this observer he MERELY has the staccato delivery of Walter Winchell the sincerity of John Charles Daly and the charm of Edward R. Murrow "Putnam" all together and by "George" that's what you get, "George Putnam." . . . Senor Wences, easily one of the greatest ventriloquists in the world, has been booked by Wm. Morris for a couple of Canadian TV shows. (aside to W.M., please book Senor on American programs so we can catch more of his artistry.) . . . Bill Nimmo, emcee of the morning "For Love Or Money," TV CBSeries, named to make some commer. shills for Mennen's "Pursuit" series. . . . A new optical effects firm Coastal Film Services, Inc. has been formed by Manny Casiano and Lou Lemont, prexy and veep respectively. Located at 321 W. 44th St in Gotham. . . . Bob Weems and his wife, Toby Deane, move to Chicago where Bob will head the G.A.C. offices there. Toby's thrilling trilling will likewise be heard from the Windy City. . . . Always space for smart quotes like the following by Eli Wallach. His tip to motorists, "Don't turn your horse power into hearse power." And we add, if you want a break use the brake. . . .

☆ ☆ ☆

With Milton Q. Ford emceeing the festivities, the Washington, D.C. Tent of the Variety Clubs will honor Jack Paar as "Personality of the Year," Saturday, Nov. 22 at the Statler Hotel in the Capital. We've been hearing so many fine things about Milton Q's fine work aiding local and national fund-raising endeavors and spending many, many hours with local officialdom to help solve traffic, scholastic and other problems, we suggest someone there hand Milton an Award such as "Washington Personality of the Year." . . . With a talented array of brains and beauty (a goodly portion of each possessed by a panel consisting of Julie Wilson, Gail Whitney, Harriet Van Horne and Peggy Cass) WNTA's "Leave It To The Girls" femceed by Maggi McNellis, proved mirthful divertissement for your roving reporter. . . . Fred Fiske ace deejay at WWDC introduced us to Jack Rowzie another WWBChamp record spinner and we remarked about the resemblance between Jack and Bruce Elliot of WOR in N'Yawk. "Nothing strange about that" said Rowzie, Bruce Elliot is my younger brother." (See, always speak well of people, you never know when you might meet his brother.) . . . Renzo (The Continental) Cesana, has been signed for a featured role in the MGMusical, "For the First Time," now being filmed in Capri and starring Mario Lanza and Zsa Zsa Gabor. . . . By way of passing, just chalk up one of his greatest programs ever. Ed CBSullivan's program last Sunday Night. So long as Smiling Ed continues to travel all over the globe seeking new talent and bringing them to his show, he'll continue to maintain his position as America's number ONE Talent Scout. . . .

Milton Q. Ford

Movie Quiz

(*Continued from page* 1)

screen and at two neighborhood houses, the Inwood and Wilshire, all belonging to the Interstate Circuit.

The quiz is a multiple choice and true or false general information type test with the participants pulling off the tab choices included on their quiz cards.

The Palace will start off with a $300 jackpot and the neighborhood theatres $100. Only perfect score means a winner, with consolation prizes given runners-up. The Palace jackpot will increase $100 each week and the Wilshire and Inwood will add $50 if there is no perfect score winner.

Hollywood Shooting 32 Films This Week

From THE DAILY Bureau

HOLLYWOOD, Nov. 4.—Production continued at the same level this week with the start of two pictures, and two completed, making a total of 32 pictures in production.

Started were: "The Mouse that Roared," Highland Productions (Columbia); "The Horse Soldiers," Mahin-Rackin-Mirisch Prod., DeLuxe Color (United Artists).

Completed were: "Justice Ends with a Gun," Morningside Prod., Color (Columbia); "The Sound and the Fury," Jerry Wald Prod. CinemaScope DeLuxe Color (20th-Fox).

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 84, NO. 89 NEW YORK, U.S.A., THURSDAY, NOVEMBER 6, 1958 TEN CENTS

Seasonal

Partial Dec. Closings Voted By N. J. Allied

20 Per Cent on Weekend Basis Only to Christmas

More than 20 per cent of Allied Theatre Owners of New Jersey members have indicated they will close their theatres except on weekends during December, Sidney Stern, president, reported yesterday.

The theatres will remain open Fridays through Sundays, closing for the remaining four days, from Dec. 1 until Christmas Day.

Stern described the move as more of an individual than an organizational one, pointing out that each exhibitor must do what he thinks best for his own operation. If he owns his own

(*Continued on page* 2)

Plans Suburban Theatre For Albany, Phila.

Special to THE DAILY

ALBANY, Nov. 5. — Albany will be one of two cities where Neil Hellman will build suburban theatres next year. Philadelphia is the other.

He announced here that a 1,200-seat house, equipped with Todd-AO and escalators to the balcony, will be constructed in the spring on a five-

(*Continued on page* 6)

Edict on Future AB-PT Production Delayed

No decision on resumption of production by American Broadcasting-Paramount Theatres is likely to be made for another several weeks, Sidney M. Markley, AB-PT vice-president, said yesterday.

Markley has been conferring for

(*Continued on page* 6)

Television Today

Page 6

Rockefeller Victory Hailed By Industryites

Along with a majority of other New York State voters, numerous industry leaders were jubilant yesterday over the election of Nelson A. Rockefeller as Governor of New York.

Rockefeller, who has been closely associated with film activities over the years through Radio City Music Hall and his work during the war as Co-Ordinator of Inter-American Affairs, received the active support of a motion picture industry committee headed by Spyros P. Skouras, Ned E. Depinet and Gus H. Eyssell.

Zimbalist Dies in Rome; Was Making 'Ben-Hur'

Special to THE DAILY

ROME, Italy, Nov. 5. — Film producer Sam Zimbalist, 57, died here last night after suffering a heart attack on the set of "Ben-Hur," which he had been producing for M-G-M. He collapsed in the afternoon and was taken to his villa where he died a few hours later.

Zimbalist had been working on

(*Continued on page* 6)

Claims Against Turkey Up at Meet Tomorrow

From THE DAILY Bureau

WASHINGTON, Nov. 5. — The Motion Picture Association of America has been invited to a Friday meeting at the Commerce Department to discuss claims of U.S. business firms

(*Continued on page* 6)

See New Congress Highly 'Liberal'

Effect on Industry Measures Is Weighed

Viewed As Favoring Stricter Anti-Trust Laws, Receptive to Outlawing Toll-TV

By J. A. OTTEN

WASHINGTON, Nov. 5.—The new Democratic-controlled Congress will be a highly "liberal" one, likely to look with favor on tougher anti-trust laws, more aid to small business, and similar "Fair Deal" measures.

Though it might be stretching interpretation just a little, it's also quite likely that a Congress of this type, very conscious of the demands of "the people," would be very receptive to demands to outlaw toll television.

Pressures for increased spending in all fields will, however, make it tougher for the new Congress to enact any major tax cuts.

The new Democratic Congress can also be expected to launch a strong drive to extend coverage of the Federal minimum wage law to theatre chains and large individual theatres. It will also attempt to increase the present $1 an hour minimum.

These are some general impressions. As for personality changes, probably the standout result in yesterday's balloting is the defeat in Ohio of Sena-

(*Continued on page* 3)

Ferguson Finds Detroit Papers Co-Operative

All three Detroit newspapers are eager to give motion pictures maximum publicity and to cooperate in every other way possible, Robert Ferguson, Columbia Pictures advertising-publicity-exploitation director, reported yesterday on his return from

(*Continued on page* 6)

Bergman Resigns As 'Porgy' Press Executive

Maurice Bergman has resigned as executive coordinator for the special publicity organization formed by Columbia Pictures to work exclusively on Samuel Goldwyn's "Porgy and Bess," Columbia announced yesterday.

Bergman was appointed to the post in mid-September and established his

(*Continued on page* 6)

Fate of B-B Campaign May Be Decided Today

Whether there will be even a radio part of the industry business-building campaign may be decided at a meeting of the board of directors of the Motion Picture Association here today.

The board will be asked, it is believed, to act on Theatre Owners of America's recent convention request that the distribution companies ap-

(*Continued on page* 3)

Censorship 'No Monster But a Blessing in Disguise': Flick

Special to THE DAILY

ALBANY, N. Y., Nov. 5.—"There is no area in our national or community life more misunderstood than censorship; when you have a chance to understand what this alleged monster, censorship, is, you begin to appreciate that it is a blessing in disguise." Such was the declaration of Dr. Hugh M. Flick, former director of the State Education Department & Motion Picture Division and present executive assistant to State Education Commissioner James E. Allen, Jr., before the Albany Kiwanis Club at its weekly dinner. His 20-minute commentary, historical, philosophical and practical, was described by the toastmaster as "scholarly."

Observing that "censorship in a democracy is, in reality, a dirty word," and that "it is not unusual to associate the word with totalitarianism and thought control, and all the horrors of a totalitarian state," Flick as-

(*Continued on page* 2)

Para. Would Distribute French Films: Weltner

Special to THE DAILY

PARIS, Nov. 5. — Paramount Pictures is looking forward to more active collaboration with French film producers under a policy of obtaining international or area distribution of

(*Continued on page* 3)

PERSONAL MENTION

MAX E. YOUNGSTEIN, United Artists viee-president, is expeeted baek here over the weekend from Moscow and other European capitals.

•

A. MONTAGUE, Columbia Pietures executive viee - president, and JONAS ROSENFIELD, Jr., executive in charge of advertising-publicity, will leave New York tomorrow for the Coast.

•

KENNETH N. HARGREAVES, president of Rank Film Distributors of America, and FOSTER M. BLAKE, general sales manager, will leave San Franciseo today for Hollywood.

•

JAMES R. VELDE, United Artists general sales manager, left New York yesterday for Atlanta, where he will hold a three-day meeting of Southern sales heads.

•

STANLEY KRAMER has arrived in Australia from the States.

•

DAVE BADER, vice-president of Atlantie Television Corp., and FRANK SPIEGELMAN and STAN MANTLE, sales representatives, have returned here from upstate New York.

•

BRUCE EELLS, exeeutive viee-president of United Artists Telcvision, has left New York for Los Angeles.

•

WILLIAM ZOELLNER, M - G - M braneh manager in Atlanta, has returned to his desk following hospitalization there.

•

RAMINE, Tahitian daneing girl featured in "Cinerama—South Seas Adventure," will arrive here tomorrow from her native islands for her seeond visit to New York.

•

JAMES AARON, owner of the Bama Drive-in Theatre, Anniston, Ala., became a grandfather when his daughter gave birth to a girl there.

Phila. Assoc. Elects

PHILADELPHIA, Nov. 5.—Officers for the coming year were named by the Motion Pieture Association of Philadelphia at its annual eleetion meeting here. New president is Edward Adleman; vice-president, Stanley Kositky; treasurer, David W. Law; secretary, John Kane. On the board of direetors are George Beattie, Alfred J. Davis, Sam E. Diamond, William Doyle, Joseph Engel, Jack H. Greenberg, William A. Madden, Norman Silverman, David Supowitz, David A. Titleman, Lester H. Wurtele and Milton Young.

Censorship

(*Continued from page* 1)

serted that in a democratie society it is "really the giving of a certain amount of our personal freedom to the group—the government—for the proteetion of this same freedom."

He added, "Since 1784, we have been eonstantly giving a little more and a little more of our personal freedom to the colleetive group—the government—for our general proteetion."

Flick, son of a former state historian, was diseussing "eensorship in its relationship to freedom—because you can not separate the two . . . one is the surest safeguard of the other."

The first censorship in this state, he said, was taken by the Children's Soeiety against a theatre showing pietures of the Thaw trial, allegedly being seen by youngsters from six to 16.

Cites 1921 Opposition

Speaking of the state legislature's enaetment of a film lieensing law in 1921, Flick asserted "The organized motion pieture industry used every triek it eould, to prevent passage."

Flick quoted, with approval, the statement of then governor Nathan L. Miller, in signing the bill, that it was "not censorship, beeause it contained standards to govern the eommissioners and had a licensing system with a direct line of appeal to the courts."

"This is substantially the law of today," Flick added.

He pointed out the Motion Pieture Division has a staff of six reviewers, selected by competitive examination and holding high qualifications. They eonsist of three men and three women; the three major faiths are represented on the board—the latter "through the natural seleetive proeess that came from competitive examinations."

Approximately 1,500 films are reviewed annually by the state's division, "about 10 per eent of which undergo deletion or are banned outright.

No Code Seal on 45 to 52 Per eent

"You hear a great deal about the Motion Pieture Assoeiation's Code of Approval," Flick commented. "This is a self-regulatory device set up by the industry to meet the pressures for eontrol or regulation." The Code is one of four types of control, aeeording to Flick. He reported "45 to 52 per eent of the films submitted to the Motion Pieture Division do not have the Code seal."

Most of the states have "post-eensorship, or poliee regulation," Flick stated.

He eharaeterized Chief Judge Albert Conway's opinion for the majority in the Court of Appeals' recent 4-3 deeision upholding the state licensing statute, as applied in "Lady Chatterly's Lover," the "finest single statement on the state's type of regulation ever written." He believed it was eomposed "with the idea the case would go to the U.S. Supreme Court for final adjudication" expected soon. Flick was particularly eritieal of "erime and horror" in motion pietures and comic books.

Injunction Granted in John Paul Jones Case

Judge Sylvester Ryan of the United States Distriet Court, Southern Distriet of New York, has granted an injunetion in favor of John Paul Jones Productions, Ine., against Barnett Glassman. The injunetion restrains Glassman from acting or purporting to aet as an agent, officer, direetor, or stoekholder in John Paul Jones Produetions, Inc., or from interfering in any way with the corporate affairs of the eompany.

Glassman had been charged by John Paul, Inc., with on numerous oeeasions purporting to be an offieer of the eorporation and attempting to interfere in the operation of the film eompany, although the eorporation denies that he is a stockholder, director, or an offieer.

Judge Ryan said, "The film is nearing eompletion and ready for release negotiations. Irreparable harm appears to be the likely result of Glassman's aets if unrestrained. He held no stoek in the first New York eorporation (for none was ever issued); he holds no stock of reeord or offiee in plaintiff." Glassman attacked the jurisdiction of the court and the court reserved that issue for hearing on Dec. 1.

Hillier, Kilbride Selling Their Detroit Theatres

Special to THE DAILY

DETROIT, Nov. 5. — Veteran exhibitors Kilbride & Hillier are liquidating their theatre properties here. The Globe has been sold to Leslie Moore, and the Beverly and Dawn are in stages of negotiation for their disposal.

The new Globe owner, in assoeiation with his son Robert Moore, is new to theatre business. Hitherto they have been identified as real estate operators and also manage fleets for taxieab owners. Present plans are to feel their way along, with the Globe booked and bought by Lou Mitchell Theatre Service, and Wally Conlon, present manager, continuing under the Moore banner.

Closing Cancelled

PHILADELPHIA, Nov. 5. — After announcing the elosing, A. M. Ellis Theatres decided to keep its Dixie open. The local neighborhood house will eontinue operations with a new policy calling for adult films only.

Dec. Closings

(*Continued from page* 1)

theatre, or has a small staff that ca be requested to take vaeation tim during December, the decisions fo the most part are being made to elos during the week, Stern said.

Where the operation is on leas with fixed rent to be met, or when larger staffs with specified vacatio periods are involved, the economic of such situations do not permit clos ings, as losses would be eonsiderable

However, Stern said, virtually th entire membership plans to elose fo the three days—Monday, Tuesday an Wednesday—before Christmas. A plan to return to normal, full-tim operation on Christmas Day.

The part-time shutdowns were at tributed by Jersey Allied to scarcit of strong attraetions available to th theatres to offset the seasonal slump

Dover Drive-In Test Successful: Reade

The Dover Drive-in, located in th Dover Shopping Center, Dover, N. J has completed its test period succes fully and will elose for the winter sea son after the performance on Satu day evening, it was announeed b Walter Reade, Jr., president of Walt Reade, Inc., operators. The drive-i will reopen in the spring.

The Dover, built above groun level, utilizes the new WISP wirele sound speaker system which elin inates the eonventional speaker pos on the deck of the theatre. This en ables the theatre deck to be utilize as a parking area for shoppers durin daylight hours.

S. F. Premiere Tonigh For 'Tarawa Beachhead

Special to THE DAILY

SAN FRANCISCO, Oct. 5.—"Tar wa Beaehhead," Morningside produ tion being released by Columbia, wi have a gala world premiere here t morrow night keyed to the 15th an niversary of the Marines' heroic islan invasion.

The opening at the Paramou Theatre will be attended by the sta of the film, Kerwin Mathews and Jul Adams, loeal dignitaries, Marine ve erans of the Marine Corps League an Second Marine Division Assoeiatio and their families.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Ston Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vince Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Wash ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in th principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefelle Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-Pres dent and Treasury; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a yea as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as secon class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c

'ariety International 'lans '59 Convention

Special to THE DAILY

CHICAGO, Nov. 5.—Four special rums have been scheduled for the)59 convention of International Va-ty Clubs, which will take place in is Vegas March 31 through April 3 the Thunderbird Hotel. This was nounced here by Jake Kozloff, gen-al chairman of the international con-ntion, following a three-day meeting the Congress Hotel.

The four forums planned for the nvention include fund raising, ioosing the proper charity, general nt financing, and club room activi-es.

Las Vegas will also institute a new novation in the presentation of art reports. Nathan Golden, inter-itional heart chairman from Wash-gton, D.C., is working closely with ozloff and George Hoover on a new rmat for this presentation.

Charities Committee Formed

International chief barker George '. Eby of Pittsburgh announced the rmation of a charities committee to headed by Tracy B. Hare, ad-inistrative director of Variety Chil-en's Hospital in Miami, and also member of Tent 33. Serving on this mmittee will be Louis Goffman of iladelphia, and Leroy Miller of inneapolis.

The charities committee will also ave assistance and professional guid-ice from health and welfare agen-es.

It was also decided at the meeting set up a New York press repre-ntative. Eby will make an announce-ent shortly on the man who will ead this department.

King Bros. in Suits nvolving 3 Pictures

From THE DAILY Bureau

HOLLYWOOD, Nov. 5. — King rothers Productions has filed anti-ust and breach-of-contract suits ask-ig damages of $6,030,000 against KO Teleradio Pictures; General Tire nd Rubber Co. parent of RKO; Uni-ersal Pictures; Thomas F. O'Neil, resident of RKO; and three of its rmer executives, Daniel T. O'Shea, Valter Branson and Edward L. Wal-n. Action was filed in Federal Dis-ict Court here and involves distribu-on of King Brothers' picture, "The rave One," and elaims breach of ntract in regard to "Carnival Story" nd "Drums in the Deep South."

Complaint charges there was "gross ismanagement" in the distribution nd sale of the pictures growing out f the assignment last January by KO of distribution rights to Univer-al. Universal, in turn, it is claimed, ransferred distribution of "The Brave)ne" to the J. Arthur Rank Organiza-on in England. Picture was to have een handled exclusively by RKO, the omplaint states, and asks damages e trebled as provided for in com-laints alleging conspiracy under nti-trust regulations.

Election Effect Is Weighed

(*Continued from page 1*)

tor John W. Bricker, top Republican on the Senate Commerce Committee and a leading advocate of tough TV network regulation.

Bricker's defeat also points up the major overhauling that will come in key Senate and House committees as a result of the Tuesday voting. He was one of four Republican members of the Commerce Committee to lose out, with Senators Potter of Michigan and Purtell of Connecticut going down to defeat to join the earlier-defeated Senator Payne of Maine. He'd lost in September in Maine's early election.

Schoeppel the Leader

With Bricker's defeat, Senator Andrew F. Schoeppel of Kansas, a pro-toll-TV lawmaker, becomes the top Republican on the commerce group.

Democratic members of most committees will, of course, remain unchanged, except for filling vacancies left by deaths, resignations or shifts to more desirable committees. There'll also be new Democratic vacancies, however, due to the fact that the heavy Democratic margins will require increased Democratic representation on most committees. For example, the Senate Commerce and Finance Committees in the past Congress had eight Democratic members and seven Republicans. To take care of increased Democratic representation in the Senate, they'll probably have to be changed to at least nine to six margins. Similar or more drastic changes will be needed in other Senate and House committees.

Committee Chairmen Unchanged

Naturally, practically all committees will continue under the same Democratic committee chairmen as in the past Congress. What's more, a Democratic-controlled Senate is assured through 1962. So great were the Democratic gains this year that Republicans cannot capture the Senate in 1960, no matter how great the sweep for president.

The key tax-writing House Ways and Means Committee will see many new faces. On the Democratic side there are at least three vacancies caused by the primary defeat of Rep. Gregory of Kentucky, the death of Rep. Eberharter of Pennsylvania, and the elevation to the Senate of Rep. McCarthy of Minnesota. In line for two of the vacancies are Reps. Watts of Kentucky and Metcalf of Montana. On the GOP side of the committee, Reps. Jenkins of Ohio and Holmes of Washington retired, Rep. Kean of New Jersey lost on a Senate try, and Rep. Sadlak of Connecticut was defeated. In line for two GOP spots are Representatives Utt of California and Knox of Michigan.

A similar shake-up faces the Senate Finance Committee. At least one new Democrat will probably be named as the Democratic membership of the committee is increased. In addition three Republican members—Flanders of Vermont, Martin of Pennsylvania and Jenner of Indiana—retired, and a fourth, Senator Malone of Nevada, were defeated yesterday. Senator Williams of Delaware becomes the top Republican on the committee, and Senator Curtis of Nebraska is reported in line for one of the GOP vacancies.

Bennett of Michigan Advances

On the House Commerce Committee, the top four Republicans in the past Congress have either retired, died or been defeated, and Rep. John Bennett of Michigan advances to the top GOP spot on the committee.

Major changes will take place on the Republican side of the House Judiciary Committee, which handles anti-trust legislation. There are at least half-a-dozen vacancies on that side of the committee, and with the Senate election of Rep. Keating of New York, Rep. William McCulloch of Ohio becomes the top Republican, a very conservative GOP member.

The GOP side of the Senate Labor Committee loses three members—retiring Senators Smith of New Jersey and Ives of New York and defeated Senator Purtell. Senator Goldwater of Arizona becomes the ranking Republican. In the House Rep. Kearns of Pennsylvania moves to the uppermost GOP spot with the retirement of Rep. Gwinn of New York.

Saltonstall Sueceeds Thye

The former chairman and presently ranking Republican on the Senate Small Business Committee, Senator Thye of Minnesota, also lost yesterday. With his defeat Senator Saltonstall of Massachusetts leads that committee's Republicans.

Mark Ostrer Dies; Gaumont Director

From THE DAILY Bureau

LONDON, Nov. 5.—Mark Ostrer, a member of the board of Gaumont British Picture Corp., Ltd., and its associated companies, died last night of a heart attack. He had spent the afternoon with John Davis, managing director of the Rank Organization. David said Ostrer had "never seemed in better form or happier."

Ostrer became financially interested in motion pictures some years ago and had a large share in the establishment of Gaumont British Corp.

'U' Board Again Omits Preferred Dividend

The board of directors of Universal Pictures yesterday voted to omit the declaration of the quarterly dividend on the 4¼ per cent cumulative preferred stock of the company, which would ordinarily have been declared at this time.

Although an offer for purchase of the Universal studio property by Music Corp. of America reportedly was on the board meeting agenda, the company said following the meeting there was nothing to report on the subject.

B-B Campaign

(*Continued from page 1*)

prove proceeding with the radio phase by matching some $170,000 of exhibitor contributions, a maximum of $5,000 of which would be contributed by TOA should a deficit exist.

If the distribution companies agree, it was hoped to get the radio phase of the campaign started by the year-end holidays.

The board also is scheduled to act on arrangements for the companies to match exhibitor contributions to COMPO for another year. Once this has been done, COMPO can proceed with its annual solicitation of theatre dues, which has been delayed since September, awaiting MPA action.

Ad Group to Meet Today

The advertising-publicity directors committee also will meet today and is expected to consider the status of the business-building campaign, as well as hear reports on studies of criticisms of film and theatre advertising by newspapers and other public agencies.

Para. Would Distribute

(*Continued from page 1*)

future French films, George Weltner, Paramount vice-president in charge of world sales, said here today. Weltner spoke on the latest lap of his trip to carry Paramount's message of faith in the future abroad. The luncheon was attended by 80 French exhibitors, distributors and newsmen at the Ritz Hotel.

Among the French film leaders in the audience were Adrien Remauge of Pathe, Marcel Richard of Sogec, and Louis Sallard of Gaumont.

Weltner left here tonight for London, the final stop on his world tour. He will address Britain's exhibitors Friday at a luncheon-meeting at the Dorchester Hotel.

Durwoods Take Victoria For Kansas City 1st Run

Speeial to THE DAILY

KANSAS CITY, Nov. 5.—The Victoria Theatre in Kansas City which in past years has been used for stage shows, concert series and radio and television presentations, has been leased for 30 years to Kansas City Theatres, Inc., to be operated by Durwood Theatres, which also operates the Roxy here.

The lease will not become effective until next spring because various sponsors of legitimate theatre attractions and other interests already have rented the theatre through the winter season.

The major deal, which has been rumored for some time, will result in another first-run theatre for downtown Kansas City. The Durwood firm, which also operates theatres in St. Joseph, Mo., and Leavenworth, Kans., reportedly plans to use the Victoria for roadshow pictures, playing the films on a long-run, advanced price basis. The building is owned by the KMBC Broadcasting Co.

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It's his biggest! It's his funniest! It's his boxoffice money-est!

Zimbalist Dies

(*Continued from page* 1)

plans for "Ben-Hur" since 1953 and started actual production here last May. His other credits for M-G-M include such top films as "Quo Vadis," "King Solomon's Mines," "Mogambo," "Boom Town," and "Thirty Seconds Over Tokyo."

Zimbalist entered the film industry while still in his early teens and, except for a brief period when he worked in the legitimate theatre, never left it. He went to work for M-G-M in 1923 as an assistant cutter, later being promoted to film editor. During his years as one of the company's top cutters, he cut the first pieces of sound film made by M-G-M, (on "Alias Jimmy Valentine") and he served as editor on the first "Broadway Melody."

In 1929, he became assistant to producer Hunt Stromberg, becoming a full producer himself in 1937.

He is survived by his wife Mary Taylor, a non-professional, whom he married in 1952.

Ferguson Lauds Papers

(*Continued from page* 1)

Detroit where he visited managing editors of the News, Times and Free Press.

"I was overwhelmed with offers of cooperation," Ferguson said. "The Detroit papers want film material and will use it. As a result of the talks, I am trying to work out a plan to give them useable material two to three weeks in advance, instead of one week, as is customary now. The earlier cooperation would help, particularly where copy for use in week-end editions is concerned."

Ferguson made the visits solely in his capacity as a Columbia executive, not on behalf of the industry advertising-publicity directors committee which has been studying criticism of film advertising and moves by some newspapers, the Detroit News among them, looking to the censorship of ads deemed objectionable.

Bergman Resigns

(*Continued from page* 1)

headquarters at the Goldwyn studio then. He returned to New York from the Coast early this week.

Paul Lazarus, Jr., Columbia vice-president, and Jonas Rosenfield, executive assistant to Lazarus, are expected to name a suceessor to Bergman within the next week. Lazarus left for the Coast on Tuesday and Rosenfield leaves tomorrow night.

Edict on AB-PT

(*Continued from page* 1)

the past 10 days with Irving H. Levin, president of AB-PT Pictures, and Harry L. Mandell, vice-president, on future production plans and policy. With the conferences nearing a close, Markley said it will be some time after Levin's and Mandell's return to the Coast before a decision is reached.

Gov't Trying to Settle Interhandel-G.A.F. Row

From THE DAILY Bureau

WASHINGTON, Nov. 5. — The government has been quietly attempting to negotiate an out-of-court settlement of its fight to dispose of its controlling stock interest in General Aniline and Film Corp. Negotiations have apparently been going on with Interhandel, a Swiss holding company which claims to own the stock vested by the government during World War 11, and which so far has successfully sought to bar government disposal of the stock.

The negotiations apparently have concerned a possible compromise to give Interhandel either a chunk of the proceeds from government sale of the General Aniline stock or actually a return of some of the stock.

The negotiations came to light when representatives of the German I. G. Farben interests filed suit in district court here to block any such negotiated settlement. The Farben group claims it owns the stock. It offered to give up its claim to the stock itself, but reserved the right to seek payment later under any future Congressional action to return vested property to former German owners.

The new suit and the disclosure of the negotiations seemed to have made the Justice Department more reluctant to go ahead with the out-of-court settlement with Interhandel.

Plans Suburban Houses

(*Continued from page* 1)

acre site adjoining his Thruway Motel and opposite the State Campus. The State of New York has erected several large buildings there, and plans others.

The location is within the city limits and only 10 minutes from Schenectady, by the State Thruway. Present plans are for the presentation of road show pictures, first-runs and art films. Leon Einhorn, theatre and motel architect, will design the house. Parking facilities will be provided for 500 cars.

Cost is expected to be around $500,000; the house to be in readiness for operation by Labor Day.

Hellman will also put up a 1,400-seat suburban theatre on a 6½-acre site in Philadelphia, where he now operates the Lincoln and Andalusia drive-ins. Cost of that project is estimated at $750,000. This includes parking for 500 cars.

Ed Potash, who retired from Universal's Philadelphia exchange last spring to become Hellman's general manager, will supervise the two new suburbans.

Claims Against Turkey

(*Continued from page* 1)

now in existence against Turkey.

Turkey last year suspended international exchange payments, and at the moment some 80 U.S. companies in a wide range of industries are owed about $39,000,000 of back payments from sales in Turkey. In addition, some $82,000,000 of future payments are involved.

There was no indication of how much of this sum involves motion picture companies.

Film companies have been distributing films in Turkey under the government's information media guaranty program, which does guaranty convertibility of film earnings. Thus U.S. film companies are not necessarily being hurt too badly.

Assistant Secretary of Commerce Henry Kearns has invited firms owed money by Turkey to the Friday meeting to discuss what action, if any, should be taken at this time.

Television Today

Writers Guild Sets New Series with Screen Gems

The Writers Guild of Ameriea anthology series for TV, three years in planning, with scripts by some of the best known writing names in both the screen and TV worlds, is headed for 1959 presentation. It will be produced by Screen Gems, Inc., TV subsidiary of Columbia Pietures, according to an announcement by Irving Briskin, administrative head of the studio, and Leonard Freeman, chairman of the Guild's TV show committee.

A budget of $2,000,000 has been earmarked for the first series of 39 half-hour dramas. The deal was reached after a number of conferences held during the past six months between Briskin, Gordon Stulberg and Art Frankel, representing Screen Gems, and Freeman, WGA-West executive director Michael Franklin, and its counsel, Melville B. Nimmer, for the Guild.

Executive producer of the WGA series will be Harry Ackerman, vice-president in charge of production for Screen Gems, while the actual produeer for each segment will be designated by the Guild from a list of producers to be supplied to it by Sereen Gems.

'Temple Storybook' Every Third Monday

"Shirley Temple's Storybook," hour-long re-ereations of the most famous fairy tales and children's stories, will be presented on the ABC Television Network every third Monday, 7:30-8:30 P.M., EST, starting Jan. 5, sponsored by John H. Breck, Inc.

A total of 13 stories will be presented during 1959, with a summer hiatus from June 1 to Sept. 14. Among the re-runs to be presented are: "The Nightingale," "Rapunzel," "The Little Lame Prince," "The Magic Fishbone," "Rip Van Winkle," "The Sleeping Beauty," "The Wild Swans," "The Emperor's New Clothes," "Ali Baba and the Forty Thieves," "Mother Goose," "Hiawatha," "The Land of Green Ginger" and "Diek Whittington and His Cat."

ITA Income $6,384,000

By PETER BURNUP

LONDON, Nov. 3 (By Air Mail).— The Independent Television Authority, the body administering commercial TV here, discloses in its annual report that its operating income received from the programme contractors was £2.28 million ($6,384,000) in the year to Mareh 31, 1958, eompared with £1.7 million ($4,760,000) in the previous 12 months. An eventual rise to £4 million ($11,200,000) is expeeted when the Authority's first service is in full operation.

The amounts which the contractors pay to I.T.A. have twice been increased since the start of the service. Because of a link in the eontracts between the Government's retail price index and station rentals, two advances of 5 per eent have been imposed; one in April, 1956, and a second in October, 1957.

This link means an automatic rise or fall in rentals of 5 per cent every time the retail index changes by 5 per cent. But a third rise is not imminent, as over the past year the index has gone up only one point.

Outstanding Committments Large

A revenue surplus of £841,820 was achieved, but the report points out that outstanding commitments, for which no provision has been made in the accounts, are just over £1 million.

The Authority is hoping that the capital spending restrietions, which still prevent it proeeeding with plans beyond its present stations, will be relaxed under the latest Government move raising the ceiling on public sector spending.

A service area covering 95 per cent of the United Kingdom by the end of 1960, the extension by an increase in permitted hours, and the introduction of a third service are among the Authority's aims.

On the question of a third programme, Sir Robert Fraser, I.T.A.'s direetor-general, told his questioners at an ensuing press eonferenee that "to assume that two television serviees are all the public needs for ever and ever is absolutely primitive."

Nielsen Joins NTA

Norman Nielsen has been named prairie division sales manager for NTA Pietures Inc., H. H. Greenblatt, general sales manager, announced.

Nielsen will make his headquarters in Omaha, Neb. He will supervise distribution of NTA theatrical product in the Kansas City, St. Louis, Des Moines, and Omaha territories. Nielsen was formerly branch manager for RKO Pietures in Omaha.

All the News That Is News

MOTION PICTURE DAILY

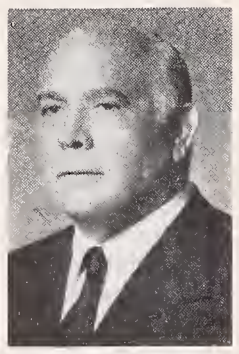
Concise and to the Point

VOL. 84, NO. 90 NEW YORK, U.S.A., FRIDAY, NOVEMBER 7, 1958 TEN CENTS

Skouras Calls National Exhibitor Conference Here

Sponsors Move to Seek United Exhibitor Front for Action on Problems; Later Meeting with Company Heads Possible

Exhibitor leaders from all sections of the country have been invited by Spyros P. Skouras, 20th Century-Fox president, to a meeting at the company's home office next Friday at which an attempt will be made to determine whether exhibitors can agree on the most pressing problems confronting them and on the methods for coping with them.



Spyros P. Skouras

Should there be reasonable agreement on the problems and the method of attacking them, Skouras will endeavor to convene a second

(*Continued on page 7*)

To Consult Further

No Decision On Radio B-B By MPA Board

Would Continue Compo; Upholds WB 'FBI' Title

Doubt as to whether even the radio ase of the industry business-building gram will be salvaged still persists er a discussion of the status of the gram by a special meeting of the tion Picture Association board of ectors here yesterday.

The board heard a report on the rent status of the program from e Montague, Columbia executive e-president, and distribution repretative for the campaign.

Following a discussion the board eed that there should be further nsultation concerning the advisaity of moving ahead with only the lio phase of the program, as pro-

(*Continued on page 2*)

Bryna Schedules 11 Films in Three Years

Kirk Douglas' Bryna Productions sterday announced a schedule of 11 ture films to be produced in the xt three years at a budget outlay over $25,000,000.

New films in Bryna's plans are "And Rock Cried Out," "The Indian

(*Continued on page 8*)

Lesser, Rank Make TV Co-Production Deal

Sol Lesser Productions, Inc. and the Arthur Rank Organization anced yesterday the merger of their mpanies to enter the field of film oduction for television. The co-proction deal calls for a minimum of ur TV series of 39 segments each

(*Continued on page 7*)

Television Today Page 7

Some Circuits to Be At Soviet Film Meet

Several of the national circuits will be represented at the meeting at the State Department in Washington on Monday at which the Soviet film deal and the need for exhibitor cooperation in getting the Russian films played in American theatres will be explained by Department officials, it was learned yesterday.

Among the circuit representatives will be Sol A. Schwartz, president of

(*Continued on page 2*)

Three-Part Trailer for 'Bell, Book and Candle'

Columbia Pictures has a new form of Technicolor trailer in three parts which is to be used for "Bell, Book and Candle." All exhibitors booking the picture will receive a letter explaining it and making suggestions for its use.

The first section—28 feet—shows Kim Novak approaching a transparent table. She places a bell on it. The second section—27 feet — shows her

(*Continued on page 2*)

Exhibitors Pay Tribute To Skouras Dec. 12

Spyros P. Skouras, president of 20th Century-Fox, will be honored by exhibitors throughout the U.S. and Canada for his "constant efforts on the industry's behalf" on Friday, Dec. 12, it was announced here yesterday. More theatres are expected to show a Fox feature or short subject than on any single day in the company's history, including holidays, it was stated.

At the same time the company announced that it will celebrate its annual Anniversary Week from Nov. 23 through 29. Indications are that November and December will thus develop into Fox's outstanding months

(*Continued on page 7*)

Ad-Pub Committee Reorganizes Operation; Names 4 Coordinators

The advertising and publicity directors committee of the Motion Picture Association has reorganized its operational procedures, appointing four coordinators each of which will be responsible for a different phase of the committee's activities. Approval of the plan, which was developed by Charles F. Simonelli, chairman of the advertising-publicity group, was made at a meeting of the committee here yesterday.

Named as advertising coordinator was Si Seadler of M-G-M; publicity coordinator, Meyer Hutner, Warner Bros.; exploitation coordinator, Rodney Bush, 20th Century-Fox; and television and radio coordinator, Robert Ferguson, Columbia. Staffs of each will be selected from the advertising, publicity and exploitation personnel of the companies represented.

Aim of the reorganization plan, it was stated, is "to meet the growing complexities of the committee's day to day operations occasioned by the increasing pressures and problems faced by the industry."

Each coordinator and his staff will have channeled to them the specific problems relating to their activity but with the full committee retaining responsibility for policy making. The coordinators will also work with the newly designated MPA advisory committee consisting of Ralph Hetzel, Kenneth Clark, Sid Blumenstock, Taylor Mills and Charles McCarthy and

(*Continued on page 8*)

William Reich to AIP As Foreign Sales Head

From THE DAILY Bureau

HOLLYWOOD, Nov. 6. — William Reich, former RKO Radio and Universal-International representative in South America and Europe, has been signed as American International Pictures' first foreign sales manager, it

(*Continued on page 2*)

Rank to Release Film On Papal Coronation

"The Coronation of Pope John XXIII," a two-reel "featurette" produced by the Rank Organization in wide-screen and color, will be released here within the next 10 days by Rank Film Distributors of America.

Picture was filmed by Rank Organization camera crews during the Papal ceremonies in Vatican City on Nov. 4. It contains highlights of the events and processions attending the coronation ceremonies.

PERSONAL MENTION

LACY W. KASTNER, president of Columbia Pictures International, will leave here over the weekend for Hollywood.

•

EDWARD MOREY, vice-president of Allied Artists, and NORTON V. RITCHEY, president of Allied Artists International, will leave here on Monday for Hollywood to attend a meeting of the AA board of directors.

•

JAMES HILL, of Hecht-Hill-Lancaster; JOHN HUSTON, director, and BEN MADDOW, writer, will leave New York today for London.

•

MOREY GOLDSTEIN, Allied Artists vice-president and general sales manager, will leave here at the weekend for the Coast.

•

CHRISTINE CARRERE will arrive here at the weekend from Hollywood.

Weltner Receives Ovation in London

From THE DAILY Bureau

LONDON, Nov. 6.—George Weltner, Paramount vice-president in charge of world sales, brought his message of "faith in the future" of the motion picture industry here today and received an enthusiastic ovation from representative exhibitors throughout Britain and Eire, and other trade leaders.

John Davis, managing director of the J. Arthur Rank Organization, thanking Weltner for his "exciting oration," said, "this effectively dispels the foolish rumors that Paramount is engaged in plans for liquidation."

Weltner is expected to leave here for New York either tomorrow or Monday.

Reception Will Launch Drive for Fellerman

The New York exchange of Universal Pictures will launch a five-week sales drive in honor of branch manager Harry Fellerman with a reception here on Tuesday, Nov. 25. Invited to the affair are local circuit and independent exhibitors and their film buyers and bookers.

Theme of the drive, which will run from Nov. 27 to Dec. 31, is "We're Just Wild About Harry." Those attending the reception will receive a large number of gifts through the courtesy of national and local manufacturers and distributors.

No Decision on Radio B-B

(*Continued from page* 1)

posed by the recent Theatre Owners of America national convention at Miami Beach. TOA voted to make up the exhibitor deficit, up to a maximum of $5,000, if the distributors would match exhibitor contributions and agree to a start of the radio campaign around the year-end holidays.

The MPAA board expressed great disappointment that the full amount of the exhibitor share of financing the $2,300,000 program was not forthcoming, especially in view of the fact that production and distribution are providing full financing of the $750,000 1958 Academy Awards telecast.

Differences of Opinion Exist

It is known that distributor opinion is sharply divided on the advisability of scrapping all but the radio phase of the program.

Montague also reported on COMPO, of which he is distribution's triumvir, with the result that the board deemed it advisable to continue its support of COMPO, which entails member companies matching exhibitor dues payments to COMPO during each yearly period.

However, the board urged that a definite plan for COMPO's future operation be developed. Directors expressed enthusiastic tributes for the fine work of COMPO under Robert W. Coyne's direction.

The board heard an appeal by Warner Bros. from an MPA arbiter's decision denying it the right to use the title, "The F.B.I. Story," because of a conflict with Gramercy Pictures, Inc.'s copyrighted feature title, "The FBI Story," and ruled that, in the circumstances, and particularly in view that Warners has approval of the Federal Bureau of Investigation to use the title "The F.B.I. Story," registered by it, Warners be permitted use of such title for its picture now in production.

Harold Bareford represented Warners, and Ingo Preminger, Gramercy Pictures.

UA to Release Three 'Want to Live' Records

United Artists Records has released a stereo and monaural LP album and a single in connection with the UA film release, "I Want to Live!" Both LP's are from the sound track of the film produced by Walter Wanger for Figaro, Inc.

The three platters have been set for a big-budget music cross plug promotion in conjunction with regional premieres on the film "I Want to Live!" National ads for the UA release will feature credits calling attention to the records. Special theatre lobby displays will highlight the LP's and single and music store display pieces will employ key art from the film.

Some Circuits

(*Continued from page* 1)

RKO Theatres; Sidney Markley of American Broadcasting - Paramount Theatres, and Orville Crouch of Loew's Theatres, Washington. As of yesterday, Stanley Warner and National Theatres were undecided on sending a representative.

About 50 exhibitors from all parts of the country have been invited.

Monday was the deadline for announcement of the selection of the final four of 10 American films by the Soviet and the final three of seven Soviet films by the U.S. However, Soviet inability to make a choice from the films on hand in Moscow have brought about another probably extended delay in completing the selections. The Soviet has asked for about 20 additional films from which to make a choice, some of which have not yet been sent to Moscow.

Reich to AIP

(*Continued from page* 1)

was announced today by James H. Nicholson and Samuel Z. Arkoff, AIP president and vice-president, respectively.

Acquisition of Reich by AIP follows the recent announcement that the company will handle its own foreign distribution in the future. The move was made to capitalize on the shortage of United States product abroad, where the market is wide open for action-type pictures.

Offices in Europe, Far East

Reich, currently in the East discussing South American distribution with Paramount, which has handled AIP features in that area, will open offices in Paris and Hong Kong for AIP following his return to the AIP home office here.

Three-Part Trailer

(*Continued from page* 1)

again approaching the table and placing a book. As shown to the trade press yesterday, this section faded into newsreel shots of "The Last Hurrah" openings in Boston and New York.

The third part—231 feet—followed the feature. Miss Novak advanced, again in a different costume, and placed a candle on the table. This section had scenes from the picture and gave the title for the first time. The first two sections had no titles; the third had a full musical background, with titles, sound and selling copy.

The three parts are to be shipped by National Screen in a single package, so that exhibitors can fit them into their programs.

Services Today for Jac Harris of Reade Theatr

Services for Jack P. Harris, 53, vi president in charge of film buying Walter Reade Theatres, will be h at Riverside Memorial Chapel, 7 Street and Amsterdam Ave., at 12: today. Harris died after being strick suddenly while on a train en ro to his office at Reade headquarters Oakhurst, N. J.

Harris, a native of England, came a naturalized citizen and v educated at Brooklyn Law School. entered the industry 30 years ago a New York theatre manager; la joining Loew's Theatres, then beco ing a division manager and film bu for Skouras Theatres. He joi Reade in 1944 and at the time of death was assistant to the presid and a member of the board of rectors.

He is survived by his wife, who a sister of film veteran Charles Moskowitz.

Decca 9-Mo. Earnings Reported $394,353

Consolidated net earnings Decca Records, Inc., for the ni month period ended September amounted to $394,353, after allow for the company's share of undistr uted losses of its subsidiary, Unive Pictures Co., Decca reported yest day.

Equal to 26 Cents Per Share

This is equal to 26 cents share on 1,527,401 outstanding sha of capital stock.

In the corresponding period of 19 Decca reported earnings of $3,12 014, equal to $1.95 per share 1,602,501 outstanding shares of ca tal stock.

John Evans to Meet Pre

John Evans, general manager Greater Union Theatres, Austral will meet with trade press represen tatives at the Lotos Club here on M day. He is scheduled to leave h Wednesday, en route back to A tralia, following a three months' v in the U.S. Capt. Harold Auten, G American representative, will be h at the press luncheon for Evans.

NEW YORK THEATRE

RADIO CITY MUSIC HALL—
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JEAN SIMMONS
"HOME BEFORE DARK"
DAN O'HERLIHY • RHONDA FLEMING • EFREM ZIMBALIST, JR.
A Warner Bros. Picture
and GALA NEW STAGE SPECTACLE

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UA WILL DELIVER

THE BIG ONES!

Remember this ad?

...This is what we promised— and delivered— in '58

—AND FOR '59..

UA BRINGS YOU THE FINEST CONCE
IN THE HISTOR

...75% MORE than in our record year '58

JANUARY - FEBRUARY - MARCH

PORK CHOP HILL
Starring Gregory Peck · Directed by Lewis Milestone
Produced by Sy Bartlett · A Melville Production

ANNA LUCASTA
Starring Eartha Kitt · Sammy Davis, Jr.
Directed by Arnold Laven · Produced by Sidney Harmon
A Longridge Enterprises, Inc. Production
Based on Philip Yordan's Broadway hit.

LONELYHEARTS
Starring Montgomery Clift · Robert Ryan · Myrna Loy
Dolores Hart · Maureen Stapleton
Directed by Vincent J. Donehue · Produced by Dore Schary
A Schary Production

ESCORT WEST
CinemaScope · Starring Victor Mature
Directed by Francis D. Lyon
Produced by Robert E. Morrison and Nate H. Edwards
A Romina Production

THE RABBIT TRAP
Starring Ernest Borgnine · Directed by Philip Leacock
Produced by Harry Kleiner
A Hecht-Hill-Lancaster Production

THE LAST MILE
Starring Mickey Rooney · Directed by Howard W. Koch
Produced by Max J. Rosenberg and Milton Subotsky
A Vanguard Production

THE NAKED MAJA
Technirama · Technicolor · Starring Ava Gardner
Anthony Franciosa · Directed by Henry Koster
Produced by Goffredo Lombardo · A Titanus Films Production

APRIL - MAY - JUNE

TEN SECONDS TO HELL
Starring Jeff Chandler · Jack Palance · Martine Carol
Directed by Robert Aldrich · Produced by Michael Carreras
A Hammer Films-Seven Arts International Production

THE MAN IN THE NET
Starring Alan Ladd · Carolyn Jones · Dianne Brewster
Directed by Michael Curtiz · Produced by Walter M. Mirisch
A Mirisch-Jaguar Production

SOME LIKE IT HOT
Starring Marilyn Monroe · Tony Curtis · Jack Lemmon
Directed by Billy Wilder · A Billy Wilder Production
A Mirisch Co. Presentation · An Ashton Picture

CRY TOUGH
Starring John Saxon · Linda Cristal · Directed by Paul Stanley
Produced by Harry Kleiner · A Hecht-Hill-Lancaster Production

THE DEVIL'S DISCIPLE
Starring Burt Lancaster · Kirk Douglas · Sir Laurence Olivier
George Bernard Shaw's world-famous play
Directed by Guy Hamilton · Producd by Harold Hecht
A Hecht-Hill-Lancaster and Bryna Presentation

TIMBUKTU
Widescreen · Starring Victor Mature · Yvonne De Carlo
Directed by Jacques Tourneur
An Imperial Pictures, Inc. Presentation

ALIAS JESSE JAMES
De Luxe Color · Starring Bob Hope
Rhonda Fleming · Wendell Corey
Directed by Norman Z. McLeod · Produced by Bob Hope
A Hope Enterprises, Inc. Production

All this, and Mike Todd

RATION OF TOP-QUALITY PRODUCT
F THE INDUSTRY!

A minimum of 7 top productions per quarter!
Balanced for your year 'round exhibition needs!

JULY - AUGUST - SEPTEMBER

SHAKE HANDS WITH THE DEVIL
Starring James Cagney · Don Murray · Dana Wynter
Glynis Johns · Produced and Directed by Michael Anderson
Executive Producers George Glass and Walter Seltzer
A Troy Films Prod. in Association with Pennebaker Inc.

THE HORSE SOLDIERS
De Luxe Color · Widescreen · Starring John Wayne
William Holden · Directed by John Ford
Produced by John Lee Mahin and Martin Rackin
A Mirisch Company and Batjac Production

CAST A LONG SHADOW
Color · Starring Audie Murphy · Prod. by Walter M. Mirisch
A Mirisch Company Production

THE WOMAN AND THE PUPPET
Starring Brigitte Bardot · Directed by Julien Duvivier
Produced by Gray Film S. A. and Pathe Cinema S. A.

THE SUMMER OF THE 17th DOLL
Starring Ernest Borgnine · Anne Baxter · John Mills
Angela Lansbury · Produced and Directed by Leslie Norman
A Hecht-Hill-Lancaster Production

THE WONDERFUL COUNTRY
Technicolor · Widescreen · Starring Robert Mitchum
Julie London · Gary Merrill · Jack Oakie
Directed by Robert Parrish · Produced by Chester Erskine
An MPL Production

DAY OF THE OUTLAW
Starring Robert Ryan · Burl Ives
Directed by Andre De Toth · Produced by Sidney Harmon
A Security Pictures Presentation

OCTOBER - NOVEMBER - DECEMBER

THE UNFORGIVEN
Color · Starring Burt Lancaster · Richard Burton
Directed by John Huston · Produced by James Hill
A Hecht-Hill-Lancaster Production

A HOLE IN THE HEAD
Eastman Color · CinemaScope · Starring Frank Sinatra
Edward G. Robinson · Eleanor Parker · Carolyn Jones
Thelma Ritter · Keenan Wynn
Produced and Directed by Frank Capra
A Sincap Production · From the Broadway hit play

SOLOMON AND SHEBA
Technirama · Technicolor · Starring Tyrone Power
Gina Lollobrigida · George Sanders · Marisa Pavan
Directed by King Vidor · Produced by Ted Richmond
An Edward Small Presentation

ANNIVERSARY WALTZ
Starring David Niven · Mitzi Gaynor
Produced by Joseph Fields · A Joseph Fields Production
Based on the Broadway smash play

ODDS AGAINST TOMORROW
Starring Harry Belafonte · A Harbel Inc. Production

ORPHEUS DESCENDING
Starring Anna Magnani · Anthony Franciosa
Directed by Sidney Lumet
Produced by Martin Jurow and Richard A. Shepherd
A Jurow-Shepherd Production · Based on
Pulitzer-Prize-Winner Tennessee Williams' stage success

ON THE BEACH
Starring Gregory Peck · Ava Gardner · Fred Astaire
Anthony Perkins · Produced and Directed by Stanley Kramer
A Stanley Kramer Production
Based on Nevil Shute's best-seller

AROUND THE WORLD IN 80 DAYS", too!

THRU UA

—AND FOR '60...

UA WILL DELIVER A MINIMUM OF 30 TOP-QUALITY RELEASES... including:

Shooting starts in April, '59
TWO FOR THE SEESAW Starring Elizabeth Taylor

Shooting starts in May, '59
ONE AGAINST THE WORLD Starring Tyrone Power

Shooting starts in June, '59
THE WAY WEST Starring James Stewart · Kirk Douglas · Burt Lancaster

Shooting starts in June, '59
A TERRIBLE BEAUTY Starring Robert Mitchum

Shooting starts in July, '59
MY SISTER AND I Starring Audrey Hepburn

Shooting starts in July, '59
THE ADMIRAL HALSEY STORY Starring James Cagney

Shooting starts in September, '59
INHERIT THE WIND Starring Spencer Tracy

Shooting starts in September, '59
THE ALAMO Starring John Wayne

Shooting starts in November, '59
KIMBERLEY Starring Burt Lancaster

Shooting starts in December, '59
THE GLADIATORS Starring Yul Brynner

The balance of UA's 1960 program will come out of more than 75 projects in active preparation—properties such as WEST SIDE STORY, BY LOVE POSSESSED, THE SERGEANT, EXODUS, ROAR LIKE A DOVE, THE CIRCUS STORY, INVITATION TO A GUNFIGHTER

LOOK FORWARD TO THE BIGGEST LINEUP OF BLOCKBUSTERS EVER

THRU UA

kouras Calls Exhibitor Meet

(*Continued from page 1*)

eting at which leaders of distribun and production would meet jointwith exhibitor representatives and deavor to work out a constructive gram for the betterment of memrs of the several branches of the lustry and for the survival and engthening of the industry itself.

As Skouras's letter of invitation to hibitors states, the initial meeting xt Friday may well decide "whether e industry lives and prospers, or thers and dies."

Outcome of Convention Talks

The scheduling of the exhibitor nference is a result of talks made Skouras at the recent annual conntions of Allied States in Chicago d Theatre Owners of America in ami Beach.

In both instances Skouras reviewed rrent, major problems confronting hibition, production and distribun, including those of industry adrtising departments, and urged a mber of actions which, in his opion, could help solve the problems d improve the position of the entire lustry.

The Allied convention, after hearg Skouras, adopted a resolution lling upon him to use his good ices to convene a meeting of repsentatives of industry organizations d branches with production-distribon company presidents to discuss hibition's current difficulties and endavor to agree upon remedial action.

Suggestions Well Received

Skouras was similarly urged by ny TOA members and other exbitors to discover means of followg up on the suggestions he had de for industry betterment. The n for Friday's meeting resulted.

If exhibitors at that meeting are le to agree on an agenda and other ocedures, arrangements for a subquent meeting with distributors and ers will be initiated at once. A sic condition, however, would apar to be the realization of a united hibitor front at next Friday's meetg.

According to present plans, Skouras ll open the meeting at 10 A.M. and ll propose the designation of a airman, chosen from the floor. ncheon is to be served to the conees, facilitating an all-day meeting, ould the need for one arise.

Distributor Confabs May Follow

If the meeting is successful in deing an agenda, arrangements for e subsequent meeting with distribus, including the setting of the time d place, may be made at once.

Skouras's letter of invitation makes e suggestion that it be held "away om New York" and expresses a ing for the suggestion made by race Adams, Allied president, that distinguished American from outle the industry (Justice William O. uglas's name was mentioned), be vited to serve as chairman of the xed meeting. Skouras's letter deribed the purposes of the meeting as "our only hope of bringing about a better industry."

Among the 100 or more prominent exhibitors to whom Skouras has sent invitations are the following.

Allied States: Horace Adams, Trueman Rembusch, Ruben Shor, Jack Kirsch, Julius Gordon, Wilbur Snaper, Irving Dollinger, Nathan Yamins, Abram Myers, Ben Marcus and Ed Lider.

TOA: George Kerasotes, Ernest Stellings, Mitchell Wolfson, Robert J. O'Donnell, Myron Blank, Roy Cooper, Sam Gillette, Si Fabian, Henry Plitt and Herman Levy.

Metropolitan M. P. Theatres Assn.: Sol Schwartz, Eugene Picker, Emanuel Frisch and Leslie Schwartz.

Independent T. O. Assn. of N. Y.: Harry Brandt and Max Cohen.

Southern California T. O. A.: Harry Arthur.

Scores of individual exhibitors from all sections of the country also have been invited, among them: Leonard Goldenson, Edward L. Hyman, Sam Pinanski, Claude Ezell, Ned E. Depinet, George Skouras, Elmer Rhoden, John Bertero, David Wallerstein, William Forman, Elmer Balaban, James Coston, Edwin Silverman, Leopold Friedman, Sam Rosen, Russell Downing, Frank Ricketson, Walter Reade, Jr., J. Myer Schine, Sid Markley, Ed Rowley, Harry Kalmine, Nat Fellman, Sam Rinzler, Joe Seider, Charles Moss, H. J. Fitzgerald, William Brandt, Julian Sanders, William Namenson, Sol Strausberg, Donald Rugoff, Robert Rothafel, Leon Rosenblatt, Maurice Miller, E. M. Loew and others.

Exhibitors in Tribute

(*Continued from page 1*)

of 1958, insofar as volume of feature bookings and number of theatres that will show its pictures are concerned, according to Alex Harrison, general sales manager.

As of last Saturday, 10,441 theatres had booked a Fox feature for Anniversary Week, Harrison said yesterday. This compares with 9,934 last year.

The personal tribute to Skouras will be on the day annually observed as St. Spyridon Day by the Hellenic Eastern Orthodox Church. The 20th-Fox head was named after that saint.

Pictures booked for the Anniversary Week include "Mardi Gras," now set in 500 first-run theatres; "In Love and War," with 382 engagements slated; and "The Barbarian and the Geisha," scheduled in 317 situations.

'Ones' Saturation

CHICAGO, Nov. 6.—Stanley Kramer's The Defiant Ones" opened this week at 58 neighborhood and drive-in theatres in this area. It is the biggest suburban saturation for any feature of the past five years in this vicinity, according to Balaban and Katz Circuit chiefs.

Television Today

Trans-Lux TV Plans $50,000 Ad Campaign

Trans-Lux Television Corp. will allocate upwards of $50,000 to a massive advertising campaign designed to acquaint national advertisers and TV networks with its new "Felix the Cat" color cartoon series, it was announced by Richard Carlton, vice-president. The campaign will be handled by Jules Bass of Donahue & Coe for a late November saturation of trade and metropolitan daily newspapers.

To Stress 'Pioneer' Angle

Dominant ad theme directed to national sponsors will be the fact that "Felix is the first established cartoon character to hit the air in a specially designed TV series.

'Keep Talking' Returns To CBS-TV on Nov. 9

"Keep Talking," the comedy panel show which won popularity as a summer series on the CBS Television Network, will return to the air as a regular Sunday night feature effective Nov. 9 (10:00-10:30 P.M., EST), it was announced by Hubbell Robinson, Jr., CBS Television Network executive vice-president in charge of network programs.

Lorillard to Sponsor

The program will be sponsored by P. Lorillard Company.

Carl Reiner, long-time member of the Sid Caesar company, will be master of ceremonies, with Audrey Meadows, Joey Bishop, Danny Dayton and Paul Winchell as regular panelists. "Keep Talking" will replace "The $64,000 Question," which terminated a three-and-a-half-year run last Sunday.

Commercial Film Unit Of Desilu Under Savin

From THE DAILY Bureau

HOLLYWOOD, Nov. 6. — Desi Arnaz today announced the appointment of Lee Savin as director of Desilu's expanding commercial film division.

Savin, former executive vice-president of California Studios and United Television Programs, assumes his new post immediately and will report directly to Desilu executive vice-president Martin N. Leeds.

To Produce 'Moore'

Bob Banner Associates, Inc., will become associated with Red Wing Productions and CBS Television Network, in the production of "The Garry Moore Show," effective with the program of next Tuesday, it was announced by Hubbell Robinson, Jr., CBS Television network executive vice-president in charge of network programs.

Lesser-Rank

(*Continued from page 1*)

plus a number of pilots to be filmed this season for network sale and syndication.

With an overall budget to exceed $5,000,000 plans are to shoot the telefilms in the U.S., England, and locales throughout the world with American talent aimed at American audiences. Included in the contract just signed is a first option by Sol Lesser Productions for all future Rank co-production TV properties.

All films will be co-produced by Sy Weintraub and Harvey Hayutin, president and vice-president of Lesser Productions and Sydney Box for J. Arthur Rank. Network sales in the U.S. will be handled by William Morris Agency.

'Man from Lloyds' First

The first of the series will be "The Man From Lloyds," based on the adventures of an insurance investigator, which will start in January at Rank's Pinewood Studios. Second is a situation comedy series to be filmed both in Hollywood and London. Third and fourth series will be announced later.

Weintraub and Hayutin will leave next week for London to consult with John Davis, managing director of the Rank Organization, and Box. They will set shooting schedules of the four TV film series and discuss added telefilm projects and pilot ideas and also explore possibilities of a feature picture co-production deal with Rank.

British TV Company Reports Big Profit

By PETER BURNUP

LONDON, Nov. 4 (By Air Mail).—Associated-Rediffusion, weekday programme contractors to the London commercial TV station, sprung a surprise by announcing a profit of no less than £5,108,216 for the year ending April 30 last. The profit—the biggest so far announced by any of the British TV companies—follows a loss of £626,328 in the previous year.

The profit will not be used to declare a dividend. A scrip issue of non-voting shares is being made, bringing share capital up to £5 million. The losses of £2,899,169 made up to April 30, 1957, are being transferred to a development account.

The chairman of the company said that these losses could be legitimately treated as the cost of developing the undertaking. He added that the new scrip issue would "bring up the ordinary capital to the figure with which we would have started if we had known how much the business was going to take."

By September, 1956, they had lost £3,250,000. The tide turned in February, 1957. Other TV companies are now showing increased profits.

PEOPLE

Charles Zagrans, industry veteran who had been RKO Radio manager in Philadelphia, later with Stanley Warner Theatres in an executive capacity, and most recently a representative there for NTA, has formed in that city a new independent film exchange, Arrow Productions, Inc.

□

Fred Fortunato, for many years with Universal in Philadelphia, is now a booker-salesman there for American Films, which recently took over Screen Guild product.

□

Glen Nordyke and **Mrs. Nordyke**, of Richland, Ia., have sold the Strand Theatre in that community to **Claude McIntyre.** The **Nordykes**, who had owned the house since 1936, will move this month to Arizona.

□

Mrs. Emma Brooks, formerly secretary in the Republic Pictures exchange, Atlanta, has joined Capital Releasing Corp. there as a member of the accounting department.

□

Eli Epstein, veteran salesman with Columbia Pictures in Philadelphia, has left the company.

□

Prichard Hobson, formerly booker with M-G-M and Republic Pictures in Atlanta, is now at Warner Brothers in the same capacity.

□

Michael F. Mayer, attorney, has written for the October issue of "The Practical Lawyer" an article, "Motion Picture Title Searchers," which treats of insurance, publication, exclusivity, television, theatrical and non-theatrical rights, also dubbing and distribution, among other pertinent subjects.

□

Irwin Yablins, of the Warner Brothers Washington exchange, has been transferred by the company to its Albany, N. Y., office as booker.

The Monarch

The only flight with all de Luxe seats Every night, overnight New York to London

Reservations through your Travel Agent or
BRITISH OVERSEAS AIRWAYS CORPORATION
Boston, Chicago, Dallas, Detroit, Los Angeles, Miami, New York, Philadelphia, Pittsburgh, San Francisco, Washington.

REVIEW:

From the Earth to the Moon

Waverly-Warner

BENEDICT BOGEAUS AND his Waverly Productions have taken one of the lesser known works of Jules Verne, mounted it lavishly and given it a careful production which is at pains to point up the amazing parallels between the products of the nineteenth century science fiction writer's imagination and modern reality. A strong cast, headed by Joseph Cotten and George Sanders, and an adaptation by Robert Blees and James Leicester which adds a slight romance and tidies up some of the original's loose ends, give the picture strength and appeal.

These, in addition to the topicality of the subject, give it strong exploitation potential.

Cotten, a mid-nineteenth century scientist whose talents have been devoted to supplying new arms for the munitions makers, develops a new and terrible explosive which he calls "Power X." Attacked as a war monger by Sanders, a metallurgist, he is dissuaded from testing Power X by exploding a warhead on the surface of the moon. Instead he prevails on Sanders to help him build a rocket which will carry them both to the moon and return to earth.

Debra Paget, Sanders' daughter who has fallen in love with Don Dubbins, Sanders' assistant, conceals herself at the last minute on the ship; her father, out of hatred for Cotten sabotages the mechanism endangering all their lives, but the trip is successful anyway with a last minute story switch leaving an intriguing element of doubt as to the fate of the expedition.

Masterful Technicolor photography and the curious juxtaposition of the terms and apparatus of modern rocketry and atomic power with the post Civil War setting and Verne's imagination lift the picture beyond the usual science fiction classification.

The special camera effects, staged by Albert M. Simpson, are enormously effective in creating the proper atmosphere.

Running time, 100 minutes. General classification. Release, in November.

JAMES D. IVERS

Ad-Pub Group

(*Continued from page* 1)

an advertising and publicity directors advisory committee consisting of Paul Lazarus, Jerome Pickman and Roger Lewis.

It was also announced in connection with the reorganization that the full advertising and publicity directors committee will hold regular monthly meetings on the first Thursday of every month in addition to special meetings which might be called from time to time. The committee intends to invite to special meetings outstanding leaders in every phase of the industry as well as representatives of the press, television and radio to sit with the committee in round table discussions on mutual problems and projects.

Composition of the staffs of the four coordinators is in the process of being set and will be announced shortly, Simonelli said.

'Furlough' Campaign

Universal-International has set an extensive national magazine advertising campaign on behalf of "The Perfect Furlough" as part of a general "all-out" promotion for the films. Ads will run in 18 different magazines with a combined readership of over 55,000,000 in December and January issues.

Upstate Theatres Book Opera, Musical Comedy

Special to THE DAILY

ALBANY, N. Y., Nov. 6.—Proctor's, a Fabian first-run theatre in Schenectady, will present the New York Opera Festival, formerly the Wagner Opera Company, in "La Traviata" the night of Nov. 24. The previous day, the Stanley, a Stanley Warner house in Utica, will offer the same company for two performances, "La Boheme" in the afternoon, and "Rigoletto" in the evening.

'L'il Abner' Scheduled

Proctor's has another stage booking, the musical comedy "Li'l Abner," Dec. 11. The Stanley will also play it, for one night.

Both theatres have capacities in excess of 2,500.

Cancel French Film

MONTREAL, Nov. 6.—Cuts by the Quebec Censors Board in the French film "Maxime" resulted in cancellation of a screening scheduled as the opening of French Film Week here Monday night. Instead a first-night audience was shown "Montparnasse 19." Andre Roche, member of the organization committee of the festival, told the audience the censors had cut about 40 minutes of running time, resulting in an "unintelligible intrigue."

Bryna Sked

(*Continued from page* 1)

Wars," "The Sun at Midnight" a "The Shadow." These films j "Spartacus," "A Most Contagi Game," "Viva Gringo," "The Sil Gun," "The Brave Cowboy," "Mich Strogoff" and "Simon Bolivar," ready slated on the company's p gram.

Six Are Originals

Douglas said yesterday that six the 11 film stories are originals. will not appear in more than five the pictures, he added, with many the scripts being tailored to ot actors.

At present Bryna has releas deals on individual films both w United Artists and Universal-Inter tional, but it is not tied down to one distributor, Douglas pointed o He said he will shoot as many of films in the U.S. as can possibly done here. Negotiations are now progress with the Soviet Union make "Strogoff" in Russia.

Has Third TV Series

Bryna's television activities now clude a third series, "The Ind Fighter." The TV budget represe an investment of about $4,500,000.

PCC Raises $892,469 In 2 Weeks of Drive

From THE DAILY Bureau

HOLLYWOOD, Nov. 6. — The M tion Picture Permanent Charities raised $892,469 from 20,852 subs bers after two weeks of campaign in the film industry, it was announc yesterday at the organization's f report luncheon.

72.9 Per Cent of Way to Goal

The first report total represents 7 per cent of the $1,225,000 object set for industry's annual charity dri Funds from 1959 campaign will allocated to 21 Los Angeles charita agencies.

'Kwai' in Record Her

"The Bridge on the River Kw recorded a one-week gross of $442,4 in the 27 Loew's theatres in New Y City and Westchester for the b business the circuit has enjoyed si 1953, Columbia announced yesterd The figures for the week ended Tu day are the best for the circuit si Christmas week of 1953, it add "Kwai" will be held over until M day at the Loew's houses, and the day-run will be the longest ever the circuit, topping the 12 days "Guys and Dolls."

Zimbalist Rites Sunda

LOS ANGELES, Nov. 6. — Servi for Sam Zimbalist, M-G-M produ who died Tuesday in Rome, will held Sunday, at 2 P.M., West C tinela Avenue, Los Angeles. Ral Jacob Pressman will officiate. T family requests that in lieu of flowe contributions be made to the He Fund.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 84, NO. 91 NEW YORK, U.S.A., MONDAY, NOVEMBER 10, 1958 TEN CENTS

EDITORIAL

Exhibitor Conclave

By Sherwin Kane

THE characteristic enterprise of Spyros Skouras is again demonstrated in his having taken the initiative in bringing national exhibitor leaders to a conference in New York next Friday in an attempt to achieve a united exhibitor front in an effort to improve their own and the industry's future.

If they are successful in drawing up an agenda for discussion of industry-wide problems, it is a distinct possibility that a meeting of exhibitor representatives with production-distribution heads, a gathering that has eluded its protagonists for long, will be held in the near future. The significance of such a meeting at this time is self-evident. Thus, the requisite agreement on an agenda becomes of first importance.

Immensely valuable suggestions for an agenda were made by Skouras in his recent speeches at both the Allied States and Theatre Owners of America conventions. That considerable exhibitor thinking has taken place already along lines identical with or similar to the most important of Skouras's suggestions is attested to by the news columns of MOTION PICTURE DAILY over the past year.

•

There are in those records, for example, the persuasive suggestions made from time to time by Samuel Pinanski, Boston showman and exhibitor leader of many years standing. Like Skouras, he has not only urged the drafting of a blueprint for the industry's future by its responsible leaders, but he has also offered valuable suggestions on what it should include.

Pinanski, like Skouras, has called for Federal backing for long term financing for the industry, exhibition in particular. Both have advocated the overhauling of the present clearance system; the presentation of pictures where and when it is most convenient for the public to see them, the decentralization of first runs and control of post-1948 film libraries by exhibition through their purchase by exhibitors for replay in theatres.

Thus, exhibitor thinking on many major issues is not necessarily opposed to production-distribution thinking in the same areas. It augurs well for the outcome of Friday's conference.

Delay Action on Settlement with Turkey in Funds Owed U.S. Firms

From THE DAILY Bureau

WASHINGTON, Nov. 9.—Motion picture companies and other firms owed money in Turkey have asked the U.S. Government to withhold any compromise settlement with Turkey until the creditors have more information about the current situation.

They took this action at a meeting at the Commerce Department Friday. Among some 25 creditor representatives at the meeting were Ed Cooper of the Motion Picture Export Association and M. I. Rydell of Buena Vista Film Distributors.

Turkey on Aug. 5 suspended pay-

(*Continued on page 4*)

Expect 25 Exhibitors At Soviet Meet Today

From THE DAILY Bureau

WASHINGTON, Nov. 9.—Some 25 top exhibitors are scheduled to appear tomorrow at the State Department for a top-level briefing on the whys and wherefors of the recent film exchange agreement between the United States and Russia and the need for exhibitor cooperation in showing the Soviet films.

Some 50 officials of theatre chains, art theatres, and exhibitor organizations were originally invited but not all could come.

William S. B. Lacy, special assistant

(*Continued on page 4*)

Fan Magazines Pledge Support to 'Oscar' Show

Representatives of motion picture fan magazines agreed to give full support to promoting the 1959 Academy Awards telecast in a meeting here Friday called by Meyer Hutner, chairman of the publicity sub-committee of the MPA advertising and publicity directors committee. The meeting was held in the MPA international board room.

The importance of the fan magazines in overall promotional plans for publicizing the TV program were pointed out by Hutner and Sid Blu-

(*Continued on page 4*)

Philadelphia Bill Would Eliminate Theatre Tax

Special to THE DAILY

PHILADELPHIA, Nov. 9. — An ordinance which would eliminate the five per cent tax on motion picture theatre admissions while retaining it on legitimate theatre and other entertainments has been introduced in city council here. The bill was suggested by Mayor Richardson Dilworth and has been approved by the city law department, which held that court decisions have given the city the right to

(*Continued on page 4*)

MPEA Hears Italian Talks Are Continuing

The Motion Picture Export Assn. on Friday was informed that negotiations for a new agreement with Italy covering import of American films and payment therefor remains in a preliminary discussion stage.

The negotiations will be continued,

(*Continued on page 4*)

Record Attendance for JDA Luncheon Seen

A record attendance of more than 600 industry leaders is expected at the Amusement Division luncheon on behalf of Joint Defense Appeal Wednesday in the Hotel Astor, it was announced at the weekend by chair-

(*Continued on page 4*)

Adenauer Receives V.C. Humanitarian Award

From THE DAILY Bureau

WASHINGTON, Nov. 9. — Konrad Adenauer, chancellor of the Federal Republic of Germany, was presented the Golden Heart of Variety Clubs International as recipient of the 1957 Humanitarian Award. Presentation was made by George W. Eby, international chief barker of Variety, to Ambassador Wilhelm G. Grewe, of the Federal Republic of Germany, at the German Embassy here.

Chancellor Adenauer was selected by a representative group of more than 100 newspaper editors and publishers and university presidents throughout the world for his "outstanding contribution to humanity and peace."

FitzPatrick

Expects Delay In Hearing On Film Ads

N. Y. Committee May Postpone to December

Special to THE DAILY

ALBANY, N. Y., Nov. 9.—The public hearing on motion picture advertising, originally slated to be held in New York City this month by the Joint Legislative Committee on Offensive and Obscene Material, may be delayed until December, according to James A. FitzPatrick, of Plattsburgh, former committee chairman and present counsel to the group.

FitzPatrick said that he had been delayed in preparing for the hearing, and that it might have to go over until next month.

"A number of people," he contin-

(*Continued on page 2*)

Nov. 18 Tentative Court Date For Loew's Plan

Nov. 18 has been set as the tentative date for a hearing before Federal Judge Edmund L. Palmieri in U. S. District court here of the new Loew's, Inc., plan of divorcement.

Legal papers for the presentation of the plan to the court are still in preparation, hence it has not yet been presented to the court and the date remains tentative, in consequence. Major provisions of the plan were

(*Continued on page 2*)

Over 100 Newsmen To Attend 'Gras' Bow

More than one hundred newspapermen from the South and Los Angeles and New York will attend the New Orleans world premiere of "Mardi Gras" and will ride floats in the preview-parade of the Mardi Gras festival, prior to the opening.

Mayor Shep Morrison has advised 20th Century-Fox that New Orleans

(*Continued on page 4*)

TELEVISION TODAY—page 6

PERSONAL MENTION

SAM ROSEN, executive vice-president of Stanley Warner Corp., is scheduled to return to New York tomorrow from a European trip, accompanied by MRS. ROSEN.

•

JAMES A. MULVEY, president of Samuel Goldwyn Prods., has returned to Hollywood from New York for a stay of three or four weeks.

•

GEORGE WELTNER, Paramount vice-president in charge of worldwide sales, will leave England today aboard the "United States," which will dock in New York on Saturday.

•

KENNETH N. HARGREAVES, president of Rank Film Distributors of America, and GEOFFREY MARTIN, director of advertising-publicity, will return to New York today from the Coast.

•

MARTIN S. DAVIS, Paramount assistant director of advertising-publicity, will return to New York today from Hollywood.

•

FRANK CLEAVER, vice-president of California National Productions, has returned to the Coast from New York.

•

SAL DI GENNARO, Eastern division manager for NTA Pictures, will leave New York today for Boston.

•

CALVIN C. LEEDER, supervisor of branch operations for Rank Film Distributors of America, will return to New York today from Minneapolis and Chicago.

•

CHARLES BALDWIN, London representative for Motion Picture Association of America, and MRS. BALDWIN are aboard the "Queen Mary" en route from London to New York. The ship will dock here tomorrow.

•

BERNICE STEIGMAN, of the Columbia Pictures International home office staff, will be married on Feb. 7 to MARTIN LEICHTER of Gold Medal Studios.

•

ALBERT OXTOBY, Oregon representative for Warner Brothers, has returned to Portland from San Francisco.

No Paper Tomorrow

MOTION PICTURE DAILY will not be published tomorrow, Veterans' Day, a legal holiday.

Film-Ad Hearing Delay Seen

(*Continued from page* 1)

ued, "have complained vociferously about the present motion pictures being shown and particularly about the advertising."

His present thought is that "we will bring in representatives from the principal groups which prepare and disseminate the advertising to the distributors." The former Assemblyman could not give any names of witnesses, at this time.

Two Findings Outlined

Two of the Joint Committee's 15 findings, published in its annual report to the Legislature, were:

1) Newspaper and billboard advertising for motion pictures is becoming increasingly objectionable, with displays to attract the prurient-minded and garish presentations of horror and terror"; 2) "These advertisements frequently distort the character or content of the motion pictures actually shown."

The Committee, whose lengthy report contained reproductions of advertisements — and several posters—used by theatres in New York City and upstate to exploit motion pictures, issued a supplementary statement last September. This asserted, "We find motion pictures and motion picture advertising spreading every kind of monstrosity before our youngsters in action and color."

The Joint Committee "is also amazed to see the extent to which sex and immorality are being exploited and sensationalized in advertisements plastered throughout our cities and accepted and displayed by reputable news media."

'Open Invitation' Charged

It felt, "These advertisements and pictures are an open invitation for the young to imitate their elders in practices which are being presented as accepted standards of conduct, despite their immoral character."

Hence the decision to hold a public hearing in New York this month to which it was planned to summon "distributors, exhibitors, advertising agents and officials of the State Board of Review to testify." The Board is generally known as the Motion Picture Division of the State Education Department.

UA Circuit Meeting Slated November 24

Special to THE DAILY

BALTIMORE, Nov. 9.—Election of a board of 12 directors heads the agenda for the annual meeting of stockholders of United Artists Theatre Circuit to be held at the company's offices here Nov. 24 at 11 A.M.

The stockholders will also be asked to approve and ratify acts of the board since the last annual meeting and consider authorization to appoint the firm of Haskins & Sells as accountants for the company's current fiscal year.

TOA Foreign Film List Made Available

Theatre Owners of America is making the current edition of its foreign film directory available to non-members at a nominal cost to cover printing expenses. Requests should be sent to the TOA home office here.

The directory lists 672 features suitable for foreign or specialized theatres put in current release by 63 distributors.

Kuchel Seeks Post

WASHINGTON, Nov. 9.—A strong friend of the motion picture industry, Senator Kuchel of California, intends to bid for one of the Republican vacancies on the tax-writing Senate Finance Committee, it has been reported.

Says U.S. Films Hurt Prestige Abroad

Another warning that this country's exported films distort its appearance before the world and damage its reputation came Friday from a Pakistan businessman, Mohammed Ali Akter.

Visiting here in the State Department's foreign leaders' exchange program—and in his home city of Lahore, Pakistan, a producer, distributor and exhibitor—he commented during a visit to the DAILY office that our pictures in some, too many, instances show garish glamour or frantic sex. They are so untypical, as he knows by experience with Americans, and assiduous study of our culture, that they provide the Communists with propaganda tailored to fit. They are so outrageously unfair, he went on, that recently a group of visiting American youngsters, petitioned the American consul to intervene somehow, and were told, regrettably, that he could not.

It is, as Akter pointed out, up to American distributors.

Johnston Here Nov. 12

Eric Johnston, president of the Motion Picture Association of America, and President Eisenhower's Special Ambassador to the Near East, will be the principal speaker here on Wednesday at the annual luncheon of International Social Service. The affair will be held in the Carnegie Endowment Building.

TENT TALI

Variety Club News

WASHINGTON — Frank M. [illegible] cher, manager of "TV Guide," W[illegible] ington, has been elected chief ba[illegible] of Variety Club, Tent No. 11. He[illegible] served in that post previously - 1948—when he was manager of [illegible] K-B circuit in the capital.

Others elected are: assistant [illegible] barkers, George Nathan of Nati[illegible] Screen Service, and Edward D. [illegible] bert, president of Union Drug [illegible] property master, Felix Grant, ra[illegible] TV performer, and dough guy, [illegible] Galanty of Columbia Pictures.

△

BUFFALO—Frances Maxwell [illegible] been elected by Buffalo Variety [illegible] to serve as a director and represe[illegible] tive to the convention of Va[illegible] Clubs International in Las Vegas [illegible] spring. Other directors named are [illegible] bert Anscombe, Melvin Berman, [illegible] nard Burns, Ike Erlichman, Jer[illegible] George, Myron Gross, James J. Ha[illegible] Marvin Jacobs, John Seuling, Wil[illegible] Shirley and Charles Siegert.

△

DETROIT—William M. Wets[illegible] has been reelected chief barker [illegible] Variety Club, Tent No. 5. Assis[illegible] chief barkers are Robert Bothwell [illegible] Richard Graff. Fred P. Sweet [illegible] named doughguy, succeeding John[illegible] Haynes, who has moved from Det[illegible]

△

BALTIMORE — Tent No. 19 [illegible] elected Mike Rendelman chief ba[illegible] for the 1959 term. Hy Boyer [illegible] George Doetsch are assistant c[illegible] barkers, Skellie Garfink was na[illegible] dough guy and Bill Howard prop[illegible] master.

Expect 25 Exhibitors

(*Continued from page* 1)

to the Secretary of State and the [illegible] who negotiated the original U[illegible] Soviet cultural exchange agreem[illegible] will be host at the meeting, and [illegible] Motion Picture Association presid[illegible] Eric Johnston, and U. S. Informa[illegible] Agency film chief Turner Shelton [illegible] address the gathering. They will [illegible] brief reporters after the meet[illegible] which will be closed to the press

NEW YORK THEATR[illegible]

RADIO CITY MUSIC HALL—
Rockefeller Center • CI 6-4600
JEAN SIMMONS
"HOME BEFORE DARK"
DAN O'HERLIHY • RHONDA FLEMING • EFREM ZIMBALIST, JR.
A Warner Bros. Picture
and GALA NEW STAGE SPECTACLE

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COMING
YOUR
WAY!

THE BUCCANEER

THE PICTURE FOR '59*

THE All THE splendor...the spectacle!

CECIL B. DeMILLE presents

YUL BRYNNER · CLAIRE BLOOM · CHARLES BOYER in THE BUCCANEER · co-starring INGER STEVENS · HENRY HULL · E. G. MARSHALL · also starring CHARLTON HESTON as Andrew Jackson

Produced by HENRY WILCOXON · Directed by ANTHONY QUINN · Screenplay by JESSE L. LASKY Jr. and BERENICE MOSK · A Paramount Picture

TECHNICOLOR® VISTAVISION®

*Special Advance Engagements For Christmas!

PEOPLE

Jack O'Bryan, United Artists branch manager in Portland, Ore., also president of the Navy League of the State of Oregon, has been presented a plaque in appreciation of his efforts in promoting Navy Day.

□

Pedro Copada and Emil Setzke, Jr., have taken over the Melody Theatre, Inkster, Mich. Buying and booking will be handled out of Detroit by Clark Theatre Service.

□

Sam Levin, operator of the Esquire Theatre, St. Lous, has become a member of Theatre Owners of America.

□

Alex Dubovenko, owner of the Almont Theatre, Almont, Mich., has taken over his own buying and booking.

Michigan Allied Unit Renames All Officers

Speeial to THE DAILY

DETROIT, Nov. 9.—At a packed meeting of Allied Theatres of Michigan, Inc., the present officers were re-elected for the coming year along with a commendation for "the job well done." Re-elected were Milton H. London, president; B. L. Kilbride, Jr., vice-president; Fred Sweet, secretary, and William M. Wetsman, treasurer.

The last-named was also selected again as convention chairman, and it was decided to hold the 40th convention at the Hotel Sheraton Cadillac here on Sept. 23-24.

London was also elected director of the national Allied board, with Alden Smith as alternate.

The board also passed a resolution that "Michigan Allied would take all possible steps to oppose non-theatrical exhibition of 35mm features competing with established theatres."

End 'Windjammer' London Engagement

From THE DAILY Bureau

LONDON, Nov. 9.—Cinemiracle's "Windjammer" has moved out of the Rank Odeon in London's Tottenham Court Road. No further engagement of the film has been fixed in this country but the understanding is that it is hoped to screen it elsewhere here on a road-show basis.

The special equipment installed at the Odeon will be moved out and reconstituted as the Cinemiracle Company's first mobile unit. It is likely that this unit will be taken first to Denmark for the screening of "Windjammer" there. Plans are afoot, too, for the screening of the film in Switzerland. The Tottenham Court Road Odeon will now revert to conventional operation.

Turkey Settlement Delayed

(*Continued from page* 1)

ments on its international debts. The motion picture industry is among the ten largest creditors, though MPEA officials have refused to say exactly how much is owed them. Only part of film company earnings is covered by government convertibility guaranty programs. The ten major creditors reportedly have accrued, with future debts, more than $100,000 among them.

Henry Kearns, Assistant Secretary of Commerce, called the meeting Friday to get the views of the creditors on what the government should do. Negotiations are now going on in Paris between representatives of Turkey, the U.S., and the Organization for European Economic Cooperation, and these talks will likely last well into December.

Instead of telling Kearns now what they want to do, the creditor representatives decided they did not have enough information at this time. They asked Kearns to have one of the U.S. negotiators in Paris brought back to brief the creditors on the progress of the talks, and agreed to set up a small liaison committee to keep all creditor companies informed of progress.

They also said that when they do decide on their recommendations, they would like to meet with the policy-setting interdepartmental coordinating committee, consisting of representatives of the State and Commerce Departments and other government agencies, and until the creditors do find out the score and decide on a policy, they said, U.S. negotiators should not enter into any compromise settlement in Paris.

John Skouras Promoted To UA Campaigns Post

John Skouras, United Artists trade publicity representative, has been promoted to the post of assistant coordinator of New York campaigns, it was announced by Roger H. Lewis, UA national director of advertising, publicity and exploitation. Skouras, who has been with United Artists since 1956, will work under Harry Goldstein, coordinator of New York campaigns.

Skouras began his association with UA as a member of the pressbook department. He was then moved up as an assistant in the exploitation department followed by the post of assistant to the director of special events. His new position is effective immediately.

'Houseboat' Proceeds To Hospital Group

The Social Service Dispensary League of the 42nd Street Beth David Hospital will receive the proceeds of the benefit premiere of Paramount's "Houseboat" Thursday night at the Capitol Theatre here.

The Social Service Dispensary League is composed of women devoted to raising funds on behalf of the hospital.

Nov. 18 Tentative

(*Continued from page* 1)

published in MOTION PICTURE DAILY on Oct. 30.

Meanwhile, Louis A. Green and Jerome A. Newman, Loew's directors and important stockholders, whose alternate plan to accomplish the divorcement by the spin-off of the Culver City studio rather than the Loew's theatres was voted down by the Loew's board recently, said on Friday they may have a statement to make on the situation today or tomorrow. Their statement has been deferred almost daily for the past 10 days.

Fan Magazines

(*Continued from page* 1)

menstock, MPA coordinator of promotion and publicity for the 1959 telecast. They told the fan publication editors that the TV show on the night on April 6 will be the 'industry's most important single public relations event."

Leading Publications Represented

The fan magazine editors said they would publicize the "Oscar" show in their March and April issues. Among those attending the meeting were James Gregory (Movieland), Dick Heller (Movie Mirror-Movie Show), Muriel Babcock (Ideal Publications), Lenore Silvian (TV Star Parade), Micki Siegel (Movie World-TV World), Larry Thomas (Motion Picture), Janet Graves (Photoplay) and Ira Peck (Silver Screen-Screenland).

Over 100 Newsmen

(*Continued from page* 1)

is fully decked out for the Nov. 14 gala and that a creole dinner party in honor of the picture's producer—Jerry Wald—and its stars — Pat Boone, Christine Carere, Sheree North and Gary Crosby—will be held following the premiere at New Orleans famous Brennan's Restaurant.

Each newspaperman attending will be a masked rider on a float throwing trinkets to thousands of people expected to jam Canal Street. The procession will also have the city's finest marching and mounted units and bands dotted with more than 150 blazing torches, carried by "flambeau" bearers.

Philadelphia Bill

(*Continued from page* 1)

establish "reasonable tax classifications."

If adopted, the bill would deprive the city of about $600,000 annually in taxes. Elimination of the tax, the mayor said, would help revitalize the film industry, especially in the center city area where, he said, 100 theatres have closed in the past five years.

MPEA Hear

(*Continued from page* 1)

it was said, and presumably there no urgency about the situation w the present agreement having u Sept. 1, 1959, to run.

MPEA decided to continue to tr with Yugoslavia under the pres four-year agreement, without char That country had asked for an tension of the agreement. An ext sion of one year had been agreed some time ago.

Griffith Johnson, MPEA vice-pr dent for the Continent, reported the current situation in Finland a report was presented on the Eg tian market.

Record Attendance

(*Continued from page* 1)

man Samuel Schneider. This wo be the largest turnout in the hist of industry drives for JDA, Schnei said.

The luncheon, one of the high sp in the trade's civic endeavors, will climaxed with the presentation of industry's 1958 Human Relati Award to Robert S. Benjamin, ch man of the board, United Art Corp., for "distinguished service the cause of community welfare human rights."

Guest speaker will be Lester Wa man, executive assistant to the nati al director of the Anti-Defamat League of B'nai B'rith.

Dais Roster Impressive

Leading exhibitors and motion p ture executives who will be seated the dais, as announced by Schneid include Barney Balaban, Ned De net, Russell Downing, Manny Fris Leopold Friedman, Leon Goldbe Irving Greenfield, Alex Harris William Heineman, Saul Jeffee, thur Krim, Henry Martin, Lo Nizer, Louis Phillips, Sam Rinz Herman Robbins, George P. Sk ras, Leslie Schwartz, Adolph Schi and Solomon M. Strausberg.

Rabbi Bernard Birstein, Act Temple, will deliver the invocat and benediction.

Bantam-Fox Tie-In

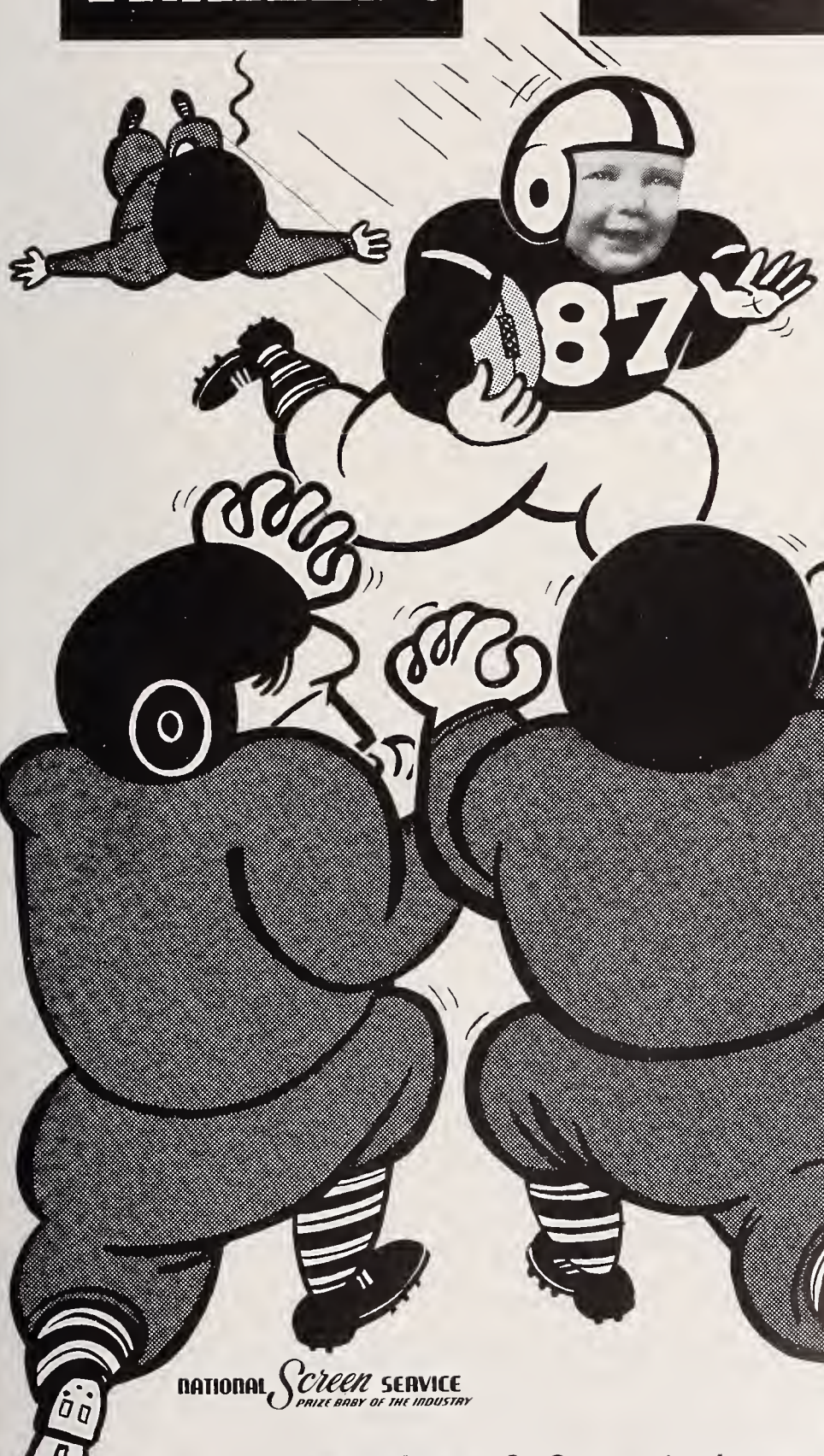
20th Century-Fox, producers "The Inn of the Sixth Happines have arranged with Bantam Boo publishers of the novel on which film is based, to include a full-pa ad promoting the picture in o 3,000,000 copies of its publication the next two months. The ads w appear in a number of different B tam paperbacks.

Curtin Signs Contract

John P. Curtin has signed a tw year contract with Color Servic Inc., New York film laboratory, serve as vice-president in charge sales.

Since Curtin joined the compa in July this year it has expanded services to include 35mm Eastm color film and negative and pri processing.

TRAILERS TD! DELIVER!



The Prize Baby moves right down the middle with an offense which is scoring at the fastest pace in boxoffice history—

87 ADMISSIONS FOR THE PRICE OF ONE!*

NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

*Sindlinger & Co., in its latest survey, reports that a trailer showing to 200 people will motivate 87 of these people to return and see the picture advertised. The cost of the trailer?... Just one ticket of admission. A ratio of 87 to 1.

Television Today

IN OUR VIEW

WE ARE NOT often given to the practice of large-scale "cribbing" of other people's expressions, but recently there came to our attention an article by George McCue which appeared in the special "Music and the Arts" section of the *St. Louis Post-Dispatch*. It was headed "The Evolution of the TV Commercial" and subheaded "Art and Imagination Going Into Their Production." Examining the article, we were naturally very much impressed, since several of Mr. McCue's points were directly in line with our own frequently-expressed views in the area.

•

So we offer, with due acknowledgement, some highlights of Mr. McCue's article, which uses as a premise responses to visitors from another planet who might make discreet inquiry relative to some of our habits. To wit:

"According to surveys that are often complained of as being misleading, but which the industry follows anyway, we are seeing what most of us want most to see . . . Even the commercials sometimes stop banging us over the head, and become informative, witty and artistically competent . . .

"It is encouraging to note that while some of the commercials are as distasteful as the old radio plug-uglies were at their worst, a good many are meeting high standards."

Mr. McCue had been looking at a 45-minute film of TV commercials, judged the year's best by the Art Directors Club of New York, and shown to members of the St. Louis Art Directors Club.

•

Mr. McCue continues: "Quite a few of them used fine art as source material. . . . Others are taking on fresh, new forms born in the television medium itself. Some of the 'best' commercials were minutes long, and that suggests that there would be no public objection to a long commercial that was both entertaining and which might suffice to do away with so many mid-program breaks. The sponsor is entitled to his moment, certainly, but the ones who claim our attention to their product with something more humane than a resounding 'Fast! Fast! Fast!' or 'Straight! Straight! Straight!' are going to be highly appreciated.

"Too many advertisers have failed to consider that the spoken, and certainly the shouted, word is more than just attention-getting. It is often painfully harsh to the relaxed viewer, who may be listening but isn't liking it!

"If more sales messages become as well done as the 'year's best,' and if programs continue in their desultory way, we may reach the point where viewers will be replenishing their sandwich trays and going to the bathroom during the program so as not to miss the commercials. Is *that* what we are gradually being brought to?"

•

For the moment taking Mr. McCue's humor seriously, such a situation as he envisions in his closing query would indeed be a sorry state of affairs, but it is doubtful that a sufficient number of advertisers and their astute agency experts could ever be led that close to outstanding performance in their chosen field.

In any case, thank you, Mr. McCue. We find ourselves in substantial agreement with your criticism of the television commercial. There is still much to be done in the area.

—*Charles S. Aaronson*

FOR QUALITY AND SPEED
DON'T BE DISAPPOINTED!
Always Get Your
SPECIAL TRAILERS
From Dependable
FILMACK
630 Ninth Ave. New York, N.Y.
1327 S. Wabash CHICAGO 5, ILL.

Who's Where

Albert S. Goustin has been named director of program sales for Paramount Television Productions, Inc., and Paramount Sunset Corp., it was announced by **Jim Schulke**, vice-president of Paramount Television and general manager of Paramount Sunset. Goustin's chief duties will be to develop and supervise a national syndication sales organization to handle video taped and filmed properties produced by, and for, Paramount Television. Goustin will headquarter at the home office of Paramount in New York.

□

Appointment of **Arch Robb** as manager, special programs, was announced by **Herbert Sussan**, director of special programs for the NBC Television Network. Robb, who has worked in almost every phase of broadcasting during the past 24 years, has been with NBC since 1943.

□

Ted R. Gamble, president of KOIN-TV of Portland, Ore., has been elected chairman of the board of the Columbia River Packers Association.

□

Philip Nicolaides has been named an account executive in the sales department of Telestudios, Inc., **King Horton**, vice-president in charge of sales has announced. Nicolaides comes to Telestudios from the weekly publication "Show Business."

SEG Hits TV Filming Abroad

From THE DAILY Bureau

HOLLYWOOD, Nov. 9. — The Screen Extras Guild is serving notice on all American producers of television motion pictures that if the present trend continues of making more and more such series abroad, their television sponsors in this country will face nation-wide economic boycotts by the AFL-CIO of products advertised by such runaway productions.

'Sorely Needed Employment'

The "foreign-made television series deprives American technicians and American players of sorely-needed employment, for usually only the star and director are American," said H. O'Neil Shanks, executive secretary of the Guild.

Shanks noted that national AFL-CIO officially condemns "runaway" production by television producers and advertising agencies. He cited such a resolution voted by the AFL national convention in 1952.

Theatre Yanks Film Shown on Canada TV

Special to THE DAILY

DETROIT, Nov. 9.—The problem of TV-vs.-theatre showings was pointed up when a downtown subsequent-run theatre yanked "The Sorcerer" for which it had been running trailers for ten days. Management saw the same film on TV captioned "Naked Gun" a day or so before the scheduled theatre opening.

The film, approximately two years old, was telecast over CKLW, which is located in Windsor, Ontario, Canada, which is a different theatre exchange area than Detroit. However, CKLW has the same coverage as Detroit stations.

AA Board to See Films

HOLLYWOOD, Nov. 9. — The Allied Artists board of directors will see five films selected by president Steve Broidy when they convene here Wednesday for the annual meeting. Among these are "Revolt in the Big House" and "Johnny Rocco," which general sales manager Morey Goldstein has announced will be released as a combination program. Others include "Al Capone" and "Crime and Punishment," which will be shown in a rough cut, and "House on Haunted Hill," which will be released shortly.

Reporter-Tour for 'Live'

Ed Montgomery, San Francisco reporter, who covered the Barbara Graham case on which United Artists' "I Want to Live!" is based, arrived in New York yesterday to start a 15-city personal appearance tour in connection with the picture. Susan Hayward, who plays Miss Graham in the film, and Walter Wanger, producer, will tour later in the month.

REVIEW:

Wolf Larsen

Allied Artists

HARTFORD, Conn., Nov. 9

The world-renowned Jack London adventure, "The Sea Wolf," is the basis of this Lindsley Parsons production, toplining Barry Sullivan, and containing as imaginative a string of circumstances as the most imaginative-minded audiences could anticipate. Moreover, Gita Hall, who has since wed the aforementioned Sullivan, is prominently cast and therein lies still another exploitation facet.

Jack DeWitt - Turnley Walker's screenplay has Sullivan as captain of a hell ship bound for the Pacific sealing grounds. His crew isn't necessarily loyal; most signed on merely for the opportunity of riding with a tyrannical master whose claim to fame has been fantastic luck in seal-killing.

Out at sea, Peter Graves, scion of a wealthy family, is rescued, and from this point on the two men's actions influence each other. Sullivan's murdered first mate is succeeded by Graves. Still another ship-wrecked party is sighted; this one includes Miss Hall.

True to his treacherous code, Sullivan attempts an attack on the helpless girl, is eventually slain by his riff-raff crew, and the ship is then captained by Graves and his new-found love, Miss Hall, to civilization.

Harmon Jones directed with a sure hand, and Floyd Crosby rates accolades for some admirable photography. Paul Dunlap contributed a stirring score.

Running time, 83 minutes. General classification. Release, in October.

A. M. W.

Schottenfeld Elected UA-TV Vice-President

Herbert T. Schottenfeld has been elected vice-president of United Artists Television, Inc., it was announced by Seymour M. Peyser, vice-president and general counsel of the parent U.A. company, and by Herbert L. Golden, vice-president in charge of operations of United Artists Corp. and president of the television subsidiary.

Schottenfeld will act as counsel for UA-TV. He joined U.A. in March of 1951, shortly after the present management took over, as a member of its legal department.

Mulvihill Joins UA

John J. Mulvihill has joined United Artists Television, Inc., as a general sales executive, it was announced by Bruce Eells, executive vice-president of UA-TV. Mulvihill, who will headquarter in the company's New York office, will specialize in network and national advertiser presentations of upcoming UA Television film product.

Most recently associated with General Teleradio as account executive in the program and time sales department, Mulvihill had previously been sales manager of the radio and television department of General Artists Corp.

Motion Picture Daily Feature Reviews

The Horse's Mouth

Lopert-UA

THE ENGAGING and versatile Alec Guinness here essays another serio-omic role in a plushly mounted production by the Knightsbridge Studios. Guinness, in the screenplay which he wrote himself from a novel by oyce Cary, makes the fullest use of his talent for creating sympathy or wildly unconventional characters. Ronald Neame, master of British omedy, furthers this also with direction that keeps the shuttle moving etween the implausible and the unexpected.

Guinness is an artist, more impecunious and certainly more ingenious an most. Swindled by a dealer who recognizes the worth of his art but ays only a pittance for it, he alternates between trouble with the law, r threatening the dealer, and trouble with Kay Walsh, barmaid and hilosophical termagant, who lends him money for paint when he can rn nowhere else.

Artistically obsessed with the idea of a gigantic mural, he finds a all suitable for his purpose in the apartment of an art loving couple bout to depart for a winter vacation. Before their return he has finished e mural—and the apartment—and again has to evade the law. His next ural is on the wall of a bombed out chapel—painted with the assistance f bedazzled art amateurs whom he charges for lessons and destroyed y his own hand at its completion. In a typically Guinness finish he de-arts from London and the confusion of the law and his creditors on a aky houseboat with either death by drowning or fresh walls to paint s his destination.

The comedy is broad and the pathos never belabored. For art lovers nd Guinness fans the picture is a natural and for others it is an engaging dventure in British comedy.

In addition to Miss Walsh's excellent performance as the kindhearted ut violent protector, Renee Houston is outstanding as Guinness' senti-ental former wife, and Mike Morgan utterly Cockney as a devoted isciple.

Paintings used in the Technicolor production are by John Bratby, istinguished modernist, and supply a ready tieup with art galleries and rt lovers.

unning time, 93 minutes. General classification. November pre-release.

JAMES D. IVERS

Tarawa Beachhead

Columbia

HOLLYWOOD, Nov. 9

EALISTIC WAR action, with exciting stock footage expertly matched, per-eates the story of a sergeant's bitter regard for a glory-seeking lieutenant ith heartless consideration for his men. Kerwin Mathews as the sergeant nd Ray Danton as the lieutenant keep the atmosphere charged with uspense on the outcome of their relationship, under the able direction of aul Wendkos.

Some daring dialogue is also introduced in a sequence in which Julie dams, widowed by Danton's sadistic gun, offers herself to Mathews in a otel room, a few hours before he takes off on the Tarawa mission. Iathews, who came to visit her as a friend of her husband, and found imself falling in love with her, plays it strictly honorable, calling her own for her "noble" gesture.

Richard Alan Simmons' screenplay, pointing up the characterizations of he three leads, shows Danton to be a coward at heart, but in a challenge to prove himself otherwise to Mathews, who was prepared with court martial evidence against him, he makes a suicidal attempt to destroy a Japanese pillbox.

Mathews, questioned by the general on information he wanted to submit, before he bestowed a posthumous medal of honor on Danton, since he knew him better than anyone, withheld his information with the remark, "Nobody knows anybody. That's a fact, General."

Charles Schneer's production should make a satisfactory showing at the box office.

Running time, 75 minutes. Adult classification. Release, in November.

SAMUEL D. BERNS

The Silent Enemy

Romulus-Universal

WITH THE DISCOVERY in Portsmouth Harbor some while ago of a body identified as that of Commander Lionel Crabb, Britain's famed "frog-man," a worldwide sensation was created. The matter was linked with the presence of Russian naval vessels in the harbor at the time. The case was never satisfactorily solved, at least as far as the public was permitted to know.

It is this same officer whose early World War II underwater exploits form the backbone of this exciting British film, produced in and around Gibraltar by Bertram Ostrer and released in this country by Universal. The film was produced with the obvious cooperation of the British Navy, making for strikingly authentic-looking sequences, and the underwater material is especially good. William Fairchild, who directed and prepared the screenplay from the book, "Commander Crabb," by Marshall Pugh, has kept the pace at high level throughout, and has permitted no more than the slightest hint of romantic complication to get in the way of the action.

In the role of then Lieutenant Crabb is Laurence Harvey, whose performance is forceful and effective, while support is capably offered by Dawn Addams as the Admiral's secretary; John Clements as the Admiral; Michael Craig, Sidney James and Alec McCowen as members of Crabb's small undersea unit; Annaldo Foa as leader of the Italian frogmen. They are alike unknown in this country, of course, but the subject matter of the film may well be made of greater significance and interest to the potential audience than the players.

WHEN THE BRITISH in 1941 are suffering heavy losses in the all-important Gibraltar Harbor, Crabb, bomb disposal expert, is sent from London to help out. Without previous diving experience, he quickly becomes expert, and with his two aides, attempts to counteract the too successful effort of an Italian group of frogmen who use "chariots," like underwater torpedos ridden by two divers, who attach mines to the hulls of ships in the harbor, blowing them up with time fuses.

The successful fight of the later augmented group against the Italians, who operate from neutral Spanish Algeciras, across from Gibraltar, makes up the balance of the film. The highlights are the frantic night efforts of the men to save ships from the attached explosives, an underwater fight with the Italians in an attempt to salvage a valuable briefcase from a sunken plane, and the discovery by Crabb and one of his men of the manner in which the Italians operate, from the hull of an interned ship, in Algeciras. The two, just prior to the invasion fleet leaving Gibraltar for North Africa, succeed in mining the interned ship, and blowing the entire Italian operation, clear out of the water. It makes for an exciting finish of a film which is laden with suspense and wartime action.

Running time, 92 minutes. General classification. Release, in January.

CHARLES S. AARONSON

THE GEVAERT CO. OF AMERICA, INC.

Quality photographic materials since 1894

GEVAERT
321 West 54th Street
New York 19
New York

GEVAERT
6601 No. Lincoln Ave.
Lincolnwood, Ill.
(Chicago)

GEVAERT
6370 Santa Monica Blvd
Los Angeles 38
California

GEVAERT
9109 Sovereign Row
Dallas
Texas

GEVAERT
(CANADA) LIMITED
345 Adelaide St., West
Toronto 2-B
Ontario

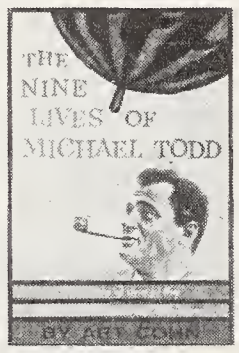
Professional **MOTION PICTURE FILMS** *release positive*

THE FABULOUS STORY OF THE SHOWMAN OF THE CENTURY

MIKE TODD

Impressario and big time operator, Mike Todd reigned unchallenged as the Showman of the Century! Son of poor immigrants, he made and lost fortunes . . . was a show business genius who married a beautiful movie queen . . . a flamboyant gambler who lived as if there were no tomorrow.

Beginning Wednesday in the Herald Tribune read the first instalment of *The Nine Lives of Michael Todd*, the extravagant, intimate biography written by Art Cohn, the man who lived and died with Todd. Illustrated with photographs, many never before published, the story of Mike Todd reveals his rise from meager beginnings to world recognition. Begin with a fascinating chapter entitled "Portrait of the Artist as a Young Hustler". Don't miss a single one of the twelve amazing articles that detail the legendary career of the fabulous Mike Todd. Start it Wednesday in the Herald Tribune.



WEDNESDAY

NEW YORK

Herald Tribune

TODAY'S VITAL NEWSPAPER

All the News That's News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 84, NO. 92 — NEW YORK, U.S.A., WEDNESDAY, NOVEMBER 12, 1958 — TEN CENTS

Motion Picture Herald Sponsors Conferences on New Product

A series of merchandising conferences on new product will be held under the sponsorship of Motion Picture Herald next Monday, Tuesday and Wednesday. Participating will be representatives of circuits both from New York and out of town and advertising and publicity executives of seven distribution companies, who will screen product set for release this winter and detail their advertising and promotion campaign plans.

The pictures to be screened and the companies participating are:

Anna Lucasta—United Artists
The Black Orchid—Paramount
A Night To Remember—Rank
The Perfect Furlough—Universal
Rally 'Round The Flag, Boys!—20th-Fox
The 7th Voyage of Sinbad—Columbia
tom thumb—Metro-Goldwyn-Mayer

Sponsorship by The Herald of the conferences, unique in the field, is in line with the modernization of that paper's format and editorial policy instituted last July. At that time editorial emphasis of the paper was shifted to give additional scope to the merchandising of product in all its phases, from the inception of production to its final sale to the patron at the box office level.

This policy was stressed by Martin Quigley in his letter of invitation to exhibitors to participate in the conferences. "For a renewal and strengthening of the prosperity of the industry," the letter said, "better and more thorough merchandising of the potentials of every good picture must be provided. Best results can only be

(Continued on page 2)

p Up Acquisition

T Board pproves Buy f NTA Stock

ch Agreement with dau, Unger, Goldman

From THE DAILY Bureau

)S ANGELES, Nov. 11. — The l of directors of National Thea- has approved an agreement to ase the common stock holdings e three principal officers of Na- l Telefilm Associates, aceording statement by John B. Bertero, nal Theatres president.

e purchase agreement with the controlling stockholders was so that National can step up edings to secure government ap- l of its plan to acquire NTA, ro said. A formal offer to ex- ge stock will be made to all holders of NTA following ap- l by National stockholders at a al meeting scheduled for next h.

e deal with the NTA officers

(Continued on page 4)

s 'Big' Pictures Key to Future

llywood would appear to hold answer to the industry's future e, John Evans, managing direc- f Greater Union Theatres, Aus- , said at a press luncheon here week. Evans is scheduled to con- a three months' visit here and

(Continued on page 5)

n' Worldwide Gross Date: $60,000,000

cil B. DeMille's "The Ten Com- dments" has grossed in excess of 000,000 worldwide to date since d its world premiere at the Cri- n Theatre on Broadway in No- ber, 1956, Paramount Pictures re- d yesterday.

ross in the U.S. and Canada in

(Continued on page 5)

EVISION TODAY—page 4

StereoScope Records Go On Sale This Week

By JAMES M. JERAULD

Twentieth Fox Records, organized last April, this week is sending out 25,000 copies of its first release, a Glenn Miller album, and is about to put a Shirley Temple album of stories out. Three other numbers in the first package are: "The Barbarian and the Geisha," "Lebanon" and a

(Continued on page 5)

Hungary Film Winner At Frisco Festival

Special to THE DAILY

SAN FRANCISCO, Nov. 11.—Hungary, Yugoslavia, Germany and India took top honors today in the final judging of the San Francisco International Film Festival staged here for the past two weeks without a Hollywood feature entry.

"House under the Rocks" from Hungary was an easy winner for the

(Continued on page 3)

REVIEW:

The Geisha Boy

Paramount—VistaVision

LET IT BE SAID at the outset that this is true blue Jerry Lewis, and it follows as the night follows the day that Jerry's legions of friends, followers and fans across the world will have loads of fun when their hero gets all mixed up in Japan. That he gets into all sorts of complications goes without saying, and they range from tangles with a blonde and beautiful actress to run-ins with the United States Air Force and emotional entanglement with a lovely Japanese girl and a thoroughly enchanting Japanese youngster.

To coin a cliche, Jerry runs—or races—the gamut of comedy endeavor,

(Continued on page 5)

14 Exhibitors

Pledge Aid To Showing Soviet Films

Government to Combat Any 'Popular Resentment'

By J. A. OTTEN

WASHINGTON, Nov. 11. — Fourteen exhibitor representatives have told the State Department they will do everything possible to eooperate in showing Soviet films in their theatres.

They stipulated, however, that they must first see the four Soviet pictures already selected for distribution in this eountry before they can definitely commit themselves on renting any. These films, and three more still to

(Continued on page 3)

Youngstein Back from Russian, Israeli Visits

Max E. Youngstein, United Artists vice-president, returned to New York on Monday from a month's inspection visit to film studios in Moscow, Greece and Israel.

Max E. Youngstein

While no co-production deals were discussed, Youngstein said he feels the information obtained is "extremely interesting and useful."

"It was a most informative experience. I was able to visit

(Continued on page 3)

Says E-L Evidence Keyed to Para. Decree

From THE DAILY Bureau

WASHINGTON, Nov. 11.—An attorney for Eagle-Lion Films admitted he did not know whether the company's anti-trust suit against Loew's and RKO Theatres eould be sustained if the company were denied reliance

(Continued on page 5)

PERSONAL MENTION

ROY O. DISNEY, president of Walt Disney Productions, has arrived in London from New York.

•

BRUCE EELLS, executive vice-president of United Artists Television, has returned to New York from the Coast.

•

CHARLES LEVY, Buena Vista advertising-publicity director, left here yesterday for Columbus, Cleveland and Detroit.

•

MORRIS GOODMAN, sales manager of Columbia Pictures International, has arrived in Mexico City from New York.

•

BERNARD M. KAMBER, head of advertising-publicity for Hecht-Hill-Lancaster, has returned to New York from Hollywood.

•

JOSEPH E. LEVINE, president of Embassy Pictures, has returned to New York from Rome.

•

JESSE CHINICH, Buena Vista Western division sales manager, has returned to New York from Dallas, Denver and Los Angeles.

•

ROBERT M. STERNBERG, vice-president of New England Theatres, has returned to Boston from Hartford.

•

MRS. DONALD E. IOGHA, wife of the manager of the Plaza Theatre Stamford, Conn., has given birth to a boy, their first child.

•

TOM CORRADINE, president of Tom Corradine & Associates, Hollywood, has returned to the Coast from New York.

•

ABE BERNSTEIN, of the United Artists home office exploitation staff, has returned to New York from Hartford and New Haven.

•

J. NASH, of Rockwood Amusement Co., Nashville, has returned there from Atlanta.

•

DOUGLAS SIRK, director, will arrive in New York on Friday from Hollywood.

New 'Defiant' Record

Stanley Kramer's "The Defiant Ones" rolled up a huge $42,000 gross for its first week at the Brooklyn Paramount Theatre, the biggest non-holiday business in two years, it was announced by United Artists.

MMPTA Induction Fete For Sol Schwartz

A special induction luncheon will be given for Sol A. Schwartz, president of RKO Theatres, at the Terrace Penthouse of the Hotel St. Moritz here tomorrow. Schwartz was elected president of the Metropolitan M. P. Theatres Assn. recently, and the luncheon will mark his taking over of the post officially.

At the same meeting, Solomon M. Strausberg, president of Interboro Circuit, Inc., will be installed as chairman of the board.

Russell V. Downing, Emanuel Frisch and Solomon M. Strausberg, members of the MMPTA inauguration luncheon committee, announced that the meeting would be attended by outstanding leaders of all branches of the industry, including Barney Balaban, Robert S. Benjamin, Eric Johnston, Benjamin Kalmenson, Spyros P. Skouras, and Joseph R. Vogel. Harry Brandt and Max A. Cohen, ITOA and Robert W. Coyne, COMPO will also attend.

MMPTA members who will be present include: Leo and Walter Brecher, Downing, Edward L. Fabian, S. H. Fabian, Leopold Friedman, Frisch, Harry Goldberg, James F. Gould, Philip F. Harling, Bernard Helfand, Murray J. Lenekoff, Harry Mandel, Sidney M. Markley, William L. Miller, John Murphy, Martin H. Newman, Clement Perry, D. John Phillips, Eugene D. Picker, Matthew Polen, Harold and Sam Rinzler, Arthur and Samuel Rosen, Robert C. Rothafel, Donald S. Rugoff, Leslie R. Schwartz, Robert K. Shapiro, M. O. and Solomon M. Strausberg.

Skouras to Be Feted At Dinner in London

From THE DAILY Bureau

LONDON, Nov. 11. — Spyros P. Skouras, president of 20th Century-Fox, is to be feted here on Nov. 24 at what is described as a small informal dinner party in celebration of the fifth anniversary of the introduction of CinemaScope in this country.

Skouras has already accepted the invitation. He will be accompanied at the dinner by James Pattinson, 20th-Fox's London managing director, and other company executives.

Suggestion for the celebration arose with Cardiff exhibitor W. J. Fooks, secretary of the CEA's South Wales branch.

Rank Names McWilliams

Harry K. McWilliams has been appointed coordinator of group ticket sales for the film "A Night to Remember," it was announced by Kenneth Hargreaves, president of Rank Film Distributors of America. McWilliams assumes the post immediately.

Chicago Tax Cut Is Effective January 1

Special to THE DAILY

CHICAGO, Nov. 11. — This city's aldermen have amended Chicago's admission tax to eliminate all tax on gross receipt of motion picture houses where single admissions do not exceed 90 cents.

No opposition appeared on the floor to the measure which was reported favorably to the whole city council on Oct. 23. It will become effective next Jan. 1.

Passage of the amendment was the culmination of a move initiated early last spring by Mayor Richard J. Daley when he set to work a special group to study a proposal to change the tax to give relief to the city's film theatres. Led by Alderman Keane, the finance committee took over from the special group and pushed it through.

Amendment provides that the tax shall not apply to gross receipts of motion picture shows where the admission does not exceed 90 cents per single admission, and in case of admissions for more than 90 cents, it will be imposed only upon the portion of the gross receipts which is in excess of that figure. The determination of the amount of the license tax will be computed exclusive of Federal and state taxes.

Matofsky Appointed to UA Trade Press Post

Harvey Matofsky has been appointed trade paper representative for United Artists, it was announced by Roger H. Lewis, national director of advertising, publicity and exploitation. Matofsky replaces John Skouras who was named assistant coordinator of New York campaigns.

Prior to joining United Artists, Matofsky was associate editor of the Independent Film Journal, a post he held for the past year and a half. He previously was a publicist for the Howard Weissman organization and worked as a copywriter for Maxwell Sackheim & Co.

'Gigi' Sets Record

"Gigi" grossed $28,000 in its first week at the Sutton Theatre here to set an all-time record for the house, M-G-M has reported. The figure is $3,000 ahead of the previous high for the theatre, it was stated. Picture is on a continuous run basis at the theatre following six months at the Royale as a reserved seat attraction.

AB-PT Dividend 25c

The board of directors of American Broadcasting-Paramount Theatres on Monday declared the regular fourth quarter dividend of 25 cents on both common and preferred stock payable Dec. 15 to holders of record Nov. 21.

New Produc

(*Continued from page* 1)

obtained by determined and thorou going cooperation under which ev campaign will have the benefit of sound and experienced judgment exhibition, distribution and proc tion."

The conferences will begin at A.M. Monday with a screening Loew's, Inc. and conclude at 5 P Wednesday. The general format be a screening of the picture to discussed, followed by analysis discussion of its promotion possi ties, led by the advertising execut of the company concerned. Most the screenings and the discussions be held at each company's home fice. One session will be devoted round table discussion of general vertising and promotion problems today's market. Taking part in with the exhibitor representatives be executives from all the compa included in the conferences.

Among the circuits which have cepted the invitation to send re sentatives are RKO Theatres, Lo Theatres, the Schine circuit, S. Fabian, Butterfield Theatres, Tr Lux Theatres, Wilder Theatres, S Enterprises, Texas Interstate, Sta Warner, AB-Paramount Thea Greater Indianapolis Amusement Florida State.

Compo Future Progra To Be Completed So

Compo officials are at work o proposed program of future activi for the organization and may hav in readiness to present to the Mo Picture Association board of direc within the next week or two.

The MPA board last week pra Compo's past accomplishments suggested development of a fu program. Pending completion of latter the agreement by member c panies to match exhibitors' an payments of Compo dues was l in abeyance. Compo's fiscal y ended in August and solicitation new exhibitor payments has been l up pending action by the MPA m ber companies.

A Compo official said it would be necessary to call a meeting of executive committee to pass on proposed program prior to its pre tation to the MPA board.

B. Serlin Joins M-G-

Bernie Serlin has joined the M-G home office publicity department. was formerly with the Warner B home office publicity department eleven years, where his various signments included stints as assis to the Eastern publicity director assistant to the director of field tivities.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. St Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vinn Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Wa ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in he principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefe Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-Pi dent and Treasury; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as se class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies,

arzan for Posterity ut Not for TV—Yet

By FLOYD STONE

ıe man who bought Tarzan in- s to make him the greatest star the most valuable property in ory, and more historic, and doesn't ıd to hand him to television, yet. Weintraub—who actually is a vision producer mostly now, and took time in a busy yesterday to newswriters about his television deal with Rank—observed that e buying Tarzan from Sol Lesser become even more impressed its significance, its potentialities, ptness in today's hunger for ex- nent. And of eourse, newly con- ıs of his duty to theatre men.

When I consider the situation," he , "I have to consider that every ıent in the day, somewhere in the ld a Tarzan is being shown. And r on television. The vast grosses e been from theatres. That is what nsider.

We have a brand new concept of zan. We are going to make the , 'Tarzan's Great Adventure,' in ca, the first time. For the first we will have realism. You eannot get that anywhere but on the . You eannot dub in the studios night sounds of Africa. We also going to have a different kind of zan. We are eliminating Jane and boy. We are returning to Tarzan fundamental man in primitive umstances. We are going to give ple what they feel the need of, tement of struggle in the fantastic xotic. We are going to make this ure longer—probably 87 minutes d in color and in wide screen. And are going to have a 'new' Tarzan. magazine in a few weeks will nounce who he is."

bout the television deal: he'll e four series with Rank's producer, ney Box. They'll be in Hollywood at the Pinewood studios, which aid are equivalent to MGM's here, h'll have American writers and erican stars, and eosts and profits be "50-50."

ungary Film Wins

(*Continued from page* 1)

film eategory. While loeal news- er drama eritie opinion was ded coneerning the other foreign ies, "House" generally was ae- med the best pieture in the re- vs. Koroly Mark directed the film Hungarolfilm.

est actress award went to Ruth werik for her appearance in the many entry, "Taiga," direeted by lfgang Liebeneiner. The pieture produced by Bavaria Filmkunst.

n Italian, Massimo Giroitti, put goslavia in the winner's eirele for eharaeter role as the festival's best or in "The Road a Year Long," ich was direeted for Jadran Film Giueseppe De Santis.

atyajit Ray made it two years in a for India for the best direction h "Aparajito," a sequel to "Pather chali."

Pledge Aid to Showing of Soviet Films

(*Continued from page* 1)

be chosen, are being bought by the eight major distributors to be shown in the U.S. under the terms of the U.S.-Soviet cultural agreement.

At the same time, Government officials, who told the exhibitors they recognized the difficulties involved in showing Soviet films in the U.S., assured the theatremen the Government would do whatever was necessary to combat any possible popular resentment against exhibition of the Russian films.

Pact Called 'Landmark'

The exhibitors met at the State Department Monday for a briefing on the Government objectives in carrying out the eultural agreement. Acting Secretary of State Christian Herter told them the agreement was a "landmark" in U.S.-Soviet relations. Special Assistant for East-West Affairs William S. B. Lacy, who conducted the meeting, told reporters afterward, "with impressive unanimity, these exhibitors pledged their cooperation and support. They are willing to do whatever is neccssary—cheerfully and with the great enterprise and ingenuity which they have shown for a long time."

The exhibitors themselves, although outwardly agreeing with the Government's objectives, sounded somewhat less enthusiastic in their post-briefing comments. Some wouldn't comment at all. Others, like Marvin Goldman, representing the executive committee of the Theatre Owners of America and his own K-B Theatres in Washington, declared, "We'll show any picture of quality." Ilya Lopert, of Lopert Theatres, said, "We've shown Russian pictures before and we'll show them again." Walter Reade, Jr., of Walter Reade Theatres summed it up by saying "It's a diplomatic and democratic responsibility. We've done the job before and I'm sure we'll do it again."

Government Support Promised

Assisting Lacy at the briefing were U.S. Information Agency film chief Turner B. Shelton, Motion Picture Association of America president Eric A. Johnston and vice-president Kenneth Clark. The Government representatives assured the exhibitors they could count on Government support in their undertaking.

"There is always the possibility that some pressure groups might object to the pictures" Shelton said. "We assured the exhibitors we would take the necessary steps to make clear that these pictures were being shown as part of the eultural exchange." He said he didn't know exactly what steps the Government would take but that the possibilities ineluded a State Department letter to each exhibitor asking him to show Russian films or having "an offieial make a public statement."

Some 50 exhibitors were invited to attend the meeting including officials of Allied States Assoeiation. Those who declined according to Shelton did so because of previous commitments or because someone else attending the meeting would represent them. Shelton said he had heard from "almost everyone" invited and that he hadn't received "a single negative answer."

The exhibitors felt that the Soviet films should be distributed through regular distribution channels, Clark told reporters, and should be spaced out over a period of time. The exhibitors couldn't say whether they would make or lose money on the Russian films until they had first seen and assessed the pictures, he said. He added that MPAA would make prints available to exhibitors all over the country for screening.

Not Political, Says Shelton

Deseribing the purchased Soviet films, Shelton declared, "there is not one single film that has any political content. They're just pure entertainment."

Exhibitors at the meeting in addition to Reade, Lopert and Goldman were: Wade Pearson, Neighborhood Theatres; Frank Damis, Stanley Warner; Ed Martin, Martin Theatres; A. Julian Brylawski, president of the Theatre Owners of Metropolitan D. C. and TOA vice-president; Ed Smith, Ameriean Broadcasting-United Paramount Theatres; Sol Selwartz, RKO Theatres; William Brandt, Brandt Theatres; Orville Crouch, Loew's Theatres; Ed Rosenfeldt, Trans-Lux Theatres; Gerald Wagner, Lopert Theatres; Garl Dudley, Dudley Pietures Gorp. and Dudley Television Gorp.

Youngstein Back

(*Continued from page* 1)

the principal production sites in Russia, Greece and Israel," Youngstein said, "with the result that I know pretty well what can and cannot be done in those countries. I was able to get complete information on the amount and types of studio equipment, the size and number of stages, and the availability of other facilities."

Youngstein said he was making a report at once to Arthur Krim, U.A. president, and Robert Benjamin, board chairman, and that future developments will determine what use may be made of the data obtained.

UA Sales Meetings in Pittsburgh This Week

Special to THE DAILY

PITTSBURGH, Nov. 11. — James R. Velde, United Artists general sales manager, will hold a three-day series of sales meetings here this week with distriet managers, exhibitors and branch managers on the distribution of UA's upcoming product.

G. Hoffman Dies

LAKELAND, Fla., Nov. 11. — George Hoffman, 85, who was sales representative for National Screen Serviee in Florida 35 years until his retirement some years ago, died at his home here. Hoffman had been ill for a long time.

C. W. Kraemer, 44

MILWAUKEE, Nov. 11.—Clement W. Kraemer, 44, manager of the Tosca Theatre here for the Marcus Management Co., died of a heart attack.

Schlesinger to Build South African 'Center'

John Schlesinger, South African financier who is well known to the American film industry through his motion picture and theatre operations over the years, plans to build a "city within a city," of the Rockefeller Center, New York, type in central Johannesburg, the current issue of "South African Scope" reports.

Schlesinger, who last year sold his South African theatre holdings to 20th Century-Fox, will build the business and shopping center on a two and one-quarter acre site which the Schlesinger Organization recently acquired for $2.1 millions.

James Mulvey Chairman

James A. Mulvey, president of Samuel Goldwyn Produetions, is serving as ehairman of the motion pieture division for the Visiting Nurse Service of New York 1958 fund raising eampaign. The drive is seeking $525,000.

WE ARE PLEASED TO ANNOUNCE THE FOLLOWING ADDITIONS TO OUR STAFF:

HOWARD T. PACHNER, MGR. TV AUDITS DEPT.
Formerly Comptroller of Official Films, Inc.

ERNEST NIVES, MGR. MOTION PICTURE AUDITS DEPT.
Formerly Mgr. of Outside Producer Acct'g Dept. at Allied Artists Pictures Corp.

JEROME F. DVORAK, MGR. FOREIGN AUDITS DEPT.
Formerly Mgr. of Foreign Acct'g Dept. at RKO Radio Pictures, Inc.

SAMUEL HACKER & CO. CERTIFIED PUBLIC ACCOUNTANTS
AMERICAS BUILDING, ROCKEFELLER CENTER, N. Y. C.

Television Today

NT's Board

(*Continued from page 1*)

covers 160,500 shares of NTA stock held by Ely A. Landau, NTA board chairman; Oliver A. Unger, president; and Harold Goldman executive vice-president. Of about 1,100,000 NTA shares outstanding, 80,250 shares are held by Landau and 40,125 shares each by Unger and Goldman.

Under the terms of the agreement, for each share of NTA stock, Landau, Unger and Goldman will receive $11 principal amount of 5½ per cent subordinated sinking debentures of National Theatres, due March 1, 1974, plus a warrant for the purchase of one-quarter of share of NT common stock. All three executives will continue to serve in their present capacities at NTA.

The purchase is on the same basis as will be contained in the exchange offer to be submitted to all other NTA stockholders later.

Operates Radio, TV Stations

Acquisition of NTA, which distributes films to television and owns and operates TV stations in New York and Minneapolis-St. Paul as well as a radio station in New York, will mark further diversification for National Theatres.

The company has about 300 theatres in the Middle and Far West and amusement park facilities in California and TV and radio stations in Kansas City, Mo.

J. A. Ouimet Named President of CBC

Special to THE DAILY

TORONTO, Nov. 11.—J. Alphonse Ouimet, present general manager of the Canadian Broadcasting Corp., has been named president of the corporation, heading the 11-man board of directors. Vice-president is Ernest Bushnell, assistant manager since 1953.

Jack M. Warner Cited

Jack M. Warner, vice-president of the industrial and commercial division of Warner Brothers, has been awarded a Certificate of Achievement for his contribution to the present high standards of motion pictures and TV films in the U. S. Army Signal Corps. Warner is a lieutenant colonel in the Signal Corps Reserve.

Broadcast Governors For Canada Are Named

Special to THE DAILY

TORONTO, Nov. 11.—A university president, Dr. Andrew Stewart, has been appointed chairman of the new Board of Broadcast Governors. He heads a 15-man board which will administer broadcasting in this country.

It will be early next year before the board considers applications for TV station licenses to compete with the Canadian Broadcasting Corp., said Hon. George Nowlan, who is responsible to Parliament for broadcasting in Canada.

With him as full-time members of the BBG are two former writers and newspaper editors. Roger Duhamel, of Montreal, once an editor of "Le Canada" and "La Patrie" and now professor of French and English at the Univeristy of Montreal, is named vice-chairman. Carlyle Allison, editor-in-chief of the "Winnipeg Tribune," becomes a permanent member.

One Man's TViews

By Pinky Herman

BACK in 1942 a cherub-faced youngster was added to the announcing staff at WMAL in Washington, D.C. "on trial." Today, the lad, Jackson Weaver, is considered one of the most popular disk jockeys in town, rounding out his 16th year with his noonday chatter about platters, news, gossip, etc. . . . Mike Merrick, formerly account exec with Dave Alber and more recently veepee with Brandt Public Relations, has resigned to open his own flackery, Merrick Associates. Mike, one of the best-liked praise agents in the biz, handles among others, Harry Belafonte and Belafonte's motion picture production firm. . . . Producer Walt Framer liked Vocalist Jan Crockett's two-week stint on "The Big Payoff" so much he's taken an option on her services and will use her talents on some of his other TVehicles. . . . Watch this lad climb. Bill Wendell, who started his radio-TV career ten years ago at WHAM in Rochester, arrived in Gotham six years ago and already has to his credit shows including "Today," "Jack Paar Show," "Wide, Wide World" and is currently turning in a neat job as Jack Barry's replacement on "Tic Tac Dough." . . . Howcome no TV-I-P has given gorgeous Desiree an audition. La belle Damsel, a native of Canada, looks like a million, sings like a lark, possesses the charm of Ginger Rogers and is lavishly sprinkled with stardust. Don't call us call Willard Alexander. . . .

☆ ☆ ☆

The Larry Gars (He's the former Brooklyn lad currently one of the most popular deejays down WKBC in N. Wilkesboro, No'th Ca'lina) is expecting a little bundle of joy around Christmas. . . . That efficient and popular little blonde secretary at the NBC radio production dept., Jean Houston, is a triple-threat gal. Started at WSJS, Winston-Salem, N. C. as continuity writer and warbler and sang hundreds of jingles and commershills. (are you readin' producers, Len Weinles and Bud Ford?) . . . Originally skedded for a two-week stay on the coast, the "Jack Paar Show," will emanate from the NBCoast studios another week returning to New York Mon., Nov. 24. . . . The fast-growing Norman, Craig & Kummel agency has named four new account execs to the staff. Thomas F. Swan, formerly with Wm. Esty, Martin Rokeach, formerly with BBDO, Henry L. Hayden from Buchanan & Co. and Donald H. Stone recently with Ted Bates. . . . Oops: In a recent pillar we printed that a Billie Barrie cocleffed the ditty "Katy," with Ann Sothern. Gal's name is really Bonnie Lake. (we apologise and after all Hansen is as Hansen (Bill, that is) does. . . . We've been hearing great things about a young radio personality named Bob Dunn of KLX, Oakland, Cal. His rep goes this away: when they want something accomplished with tact, eclat and efficiency, they give it to Bob and— presto— it's DUNN. . . . (no Dun intended.) . . . Haven't enjoyed any program in the past decade as much as the "CBSullivan Show" last Sunday when the Smiling Irishman was honored by the Friars.

Larry Gar

Desilu Stock Offering Terms Filed with SEC

From THE DAILY Bureau

LOS ANGELES, Nov. 11. — D Arnaz, president of Desilu Prod tions, Inc., announced today that company had filed a registrat statement with the Securities Exchange Commission covering proposed offering to the public 525,000 shares of the Desilu comm stock. The public offering will made through Bache & Co. and nationwide group of underwriters.

Up to this time the company been owned by Arnaz and wife, Lucille Ball Arnaz, and a sm group of their associates.

Firm Will Offer 250,000 Shares

The 525,000 shares of comm stock proposed to be offered publi include 250,000 shares to be sold the company, and 275,000 shares be sold by Mr. and Mrs. Arnaz. I lowing this offering, more than 50 cent of the company will continue be owned by present stockhold

The company will use its proce to pay loans of $1,500,000 and $4 000 due in January to RKO Tel dio Pictures, Inc., installments on purchase of studios from RKO.

The company will also pay a t of $118,000 to Mr. and Mrs. Ar for 44.8 per cent of the stock of tion Picture Center Studios and an option to acquire 17.3 per c of the studios' stock held by th This represents all their holdings the company, which is managed Desilu Productions.

New Issue of Common Planned

The company's own common sha will be newly issued. The capitali tion after the issue will be 584,(shares of common and 565,500 C B shares. The Class B shares are c vertible into common at the rate one for one after January 1, 1960, no more than 20 per cent can converted each year through 1963

Cautions on Producti Of 'Life of Christ'

Barnett Glassman of Trophy P ductions, New York, has made pub correspondence in which he advi Samuel Bronston, John Farrow a associates that he is in the midst production of a picture to be tit either "The Son of God" or "The L of Christ." Bronston and Farrow nounced recently that they were gaged in preparation of a product on the life of Christ.

The Glassman letter further sta that while Bronston was employed Trophy, the company "expended su stantial sums in developing, promot and putting together various data a pre-production expenses for a p posed film on the life of Christ."

The letter states there would be objections to the Bronston-Farr production if arrangements are ma to reimburse Trophy for expenses a vanced to Bronston and others a if Vatican films loaned to Bronston Spain are returned.

ig' Picture

(*Continued from page* 1)

his journey back to Australia r.

here can be no argument that ig pictures have a bigger draw than ever before," he remarked. the question is, how many films at kind is Hollywood capable of ng out?"

believes the answer to that tion will tell whether theatre at- ance has yet found its level or decline a bit further.

Studying TV Situation

ith television expanding rapidly ustralia, although its present sta- s equivalent to that of 10 years here, Evans spent much of his rican visiting time trying to learn American exhibitors had done or emplated doing to lessen its ef- on their business.

here are no ready answers, no ceas," he has concluded. Sensible ation, careful cost control and the nation of unprofitable units are most necessary measures to be by exhibitors, he believes. He ated that in the next two years oximately 200 of Australia's 1,600 res will close.

believes there is room for ef- ve economies in distribution as as in exhibition in Australia, and if distributors took action in this rd it would be helpful to the le of hard-pressed exhibitors.

Would Streamline Distribution

dicated measures were in the mlining of distribution opera- and inauguration of a unified m of physical handling of prints accessories. It was suggested that ibution centers in Sydney and ourne might be adequate to han- the distribution for all of Aus- a. Presently there are six distribu- centers. Consolidation of New and forces with Australia's was her suggested possibility.

vans was the guest here of Capt. old Auten, GUT's American repre- ative.

en' Gross

(*Continued from page* 1)

years has been over $52,000,000. foreign countries, where engage- ts began slightly more than a ago, the gross so far is $8,000,- Foreign market potential for the looks to be a minimum of $60- 00,000, Paramount added.

uring the two years, an aggregate ence of 47,750,000 persons at- led performances of "The Ten mandments" at a total of 4,600 S. and Canadian engagements. lies by Paramount market ana- s place the remaining potential estic audience for "The Ten Com- dments" at this time at approxi- ely 30,000,000.

a little more than a year that picture has played in 23 foreign ntries, its $8,000,000 theatre s came from attendance by 9,- ,000 persons.

The Geisha Boy

(CONTINUED FROM PAGE 1)

and nearly everyone in the cast, and just about everyone in the audience has a lot of fun. This time out, Jerry served as his own producer, which is something of a new departure for him, while Frank Tashlin was the director. The latter, with a long standing reputation in the comedy area, also wrote the original screenplay.

The utilization of VistaVision and Technicolor, especially in the Japanese setting, makes for extremely effective backgrounds, which add their own measure of quality to the entertainment value of the film. In addition to the usual quota of laugh-inspiring routines, gags, situations and complications, Jerry and his director-writer this time have come up with a few extra special turns which are real show-stoppers.

Jerry has surrounded himself with a generous helping of talent, appeal and beauty in the supporting cast. The unemployed magician who grabs at a U.S.O. unit job to make a couple of bucks gets into his initial trouble when he tangles, literally, with Marie McDonald, glamorous film and TV star who heads the entertainment unit. His best friend is a cute and clever rabbit, Harry by name, with whom he has a hatfull of amusing incidents. In Japan, after a threat to be tossed back to the States by the irate major, Barton MacLane, Jerry meets Robert Hirano, a Japanese youngster with a world of appeal, and his very pretty aunt, Nobu McCarthy (Japanese married to G.I. in real life). Jerry makes the youngster, who has lost his parents, laugh, and the two come to love each other. From there on out, it's the two of them against the field, with Jerry the hapless magician, running in and out of luck and complications.

A play on "River Kwai" with Sessue Hayakawa, the boy's grandfather, and a scene in a bathhouse are among the comedy highlights. In those spots Jerry is indeed at his comic best, and audiences will love him, indeed. There is something more of pathos here, in the situation involving Jerry and the little boy, but it all comes out right and well, with Jerry, the boy and the latter's aunt a happy Japanese stage hit.

Running time, 98 minutes. General classification. Release, in December.

CHARLES S. AARONSON

Ask S.C. Reconsider In Pa. Sunday Films

From THE DAILY Bureau

WASHINGTON, Nov. 11.—A Pennsylvania exhibitor convicted of violating a state law banning Sunday film showings has asked the Supreme Court to reconsider its refusal to hear his appeal.

The high court on October 13 dismissed the appeal of exhibitor Robert John Grochowiak "for want of a substantial Federal question." Grochowiak in a rehearing petition filed yesterday insisted there is a constitutional discrimination involved in the Pennsylvania law and that the court should consider the matter.

The high court rarely changes any of its actions.

Papal Short Booked

The Rank Organization's two-reel color and wide-screen "featurette," "The Coronation Of Pope John XXIII." filmed during the actual Papal ceremonies in Vatican City, will have its first exclusive New York showing at the Criterion Theatre tomorrow.

FPC Dividend Set

TORONTO, Nov. 11. — Famous Players Canadian Corp., following a directors' meeting here, announced its regular quarterly dividend of 37.5 cents, payable Dec. 11 to shareholders of record on Nov. 20.

StereoScope

(*Continued from page* 1)

jazz recording. Product will be called StereoScope.

Henry Onorati, president of the company, said at a press conference Monday the company already is in the black on an investment of $100,000 advanced at the start by 20th Century-Fox Film Corp., and he hopes to be turning in a profit of $4,000,000 annually within the "next three or four years."

A vast amount of work preceded the first release, because, Onorati states, "we started from scratch. We could have bought a record company, but we wanted to build from the foundation up and have something different."

Will Use Independent Dealers

Distribution in this country will be through independent dealers. In addition to the product obtained from the sound tracks of 20th-Fox pictures and contract players, Onorati has made plans to obtain product on a reciprocal basis from J. Arthur Rank in England and from well known firms in Norway, Germany, France, Italy, South Africa and Japan. Some of these agreements have already been signed and others will be ready for announcement shortly.

The "Lebanon" recording is a result of Onorati's theory that the musie of many countries makes interesting material for American discs.

"We aim for block busters in our records," he said. "We hope to use all the talent 20th-Fox is developing, not only for songs, but also in any other way that can be made interesting, such as readings. Shirley Temple has already shown she has a magic quality."

During 1959 the company will have 50 packages and 100 singles.

One of the novelties will be jazz records of the type popular between 1920 and 1930, on the theory that the present generation is not familiar with "authentic" jazz.

E-L Evidence

(*Continued from page* 1)

on the government-won judgment in the Paramount case.

"All our evidence was keyed to the assumption that the Paramount judgment would be available," attorney William L. McGovern told the Supreme Court Monday, as the court began hearing argument in the Eagle-Lion case. RKO and Loew's attorneys will be heard tomorrow when the court completes its hearings.

Four-Year Period Cited

Eagle-Lion charged that a conspiracy between RKO and Loew's denied it competitive access to the first neighborhood run theatres in New York City from 1946 through 1950. A district court and the second circuit court of appeals, however, said Eagle-Lion could not rely on the Paramount Case judgments is prima facie evidence of the conspiracy, holding that the Paramount judgments dealt only with a conspiracy against independent exhibitors and not against independent distributors. The Justice Department has sided with Eagle-Lion that the lower courts took too narrow a view.

McGovern told the court Monday that key findings in the Paramount judgments clearly applied to a conspiracy against independent distributors, and that in fact Eagle-Lion had taken part in the government case and was one of three independent distributors going at the time.

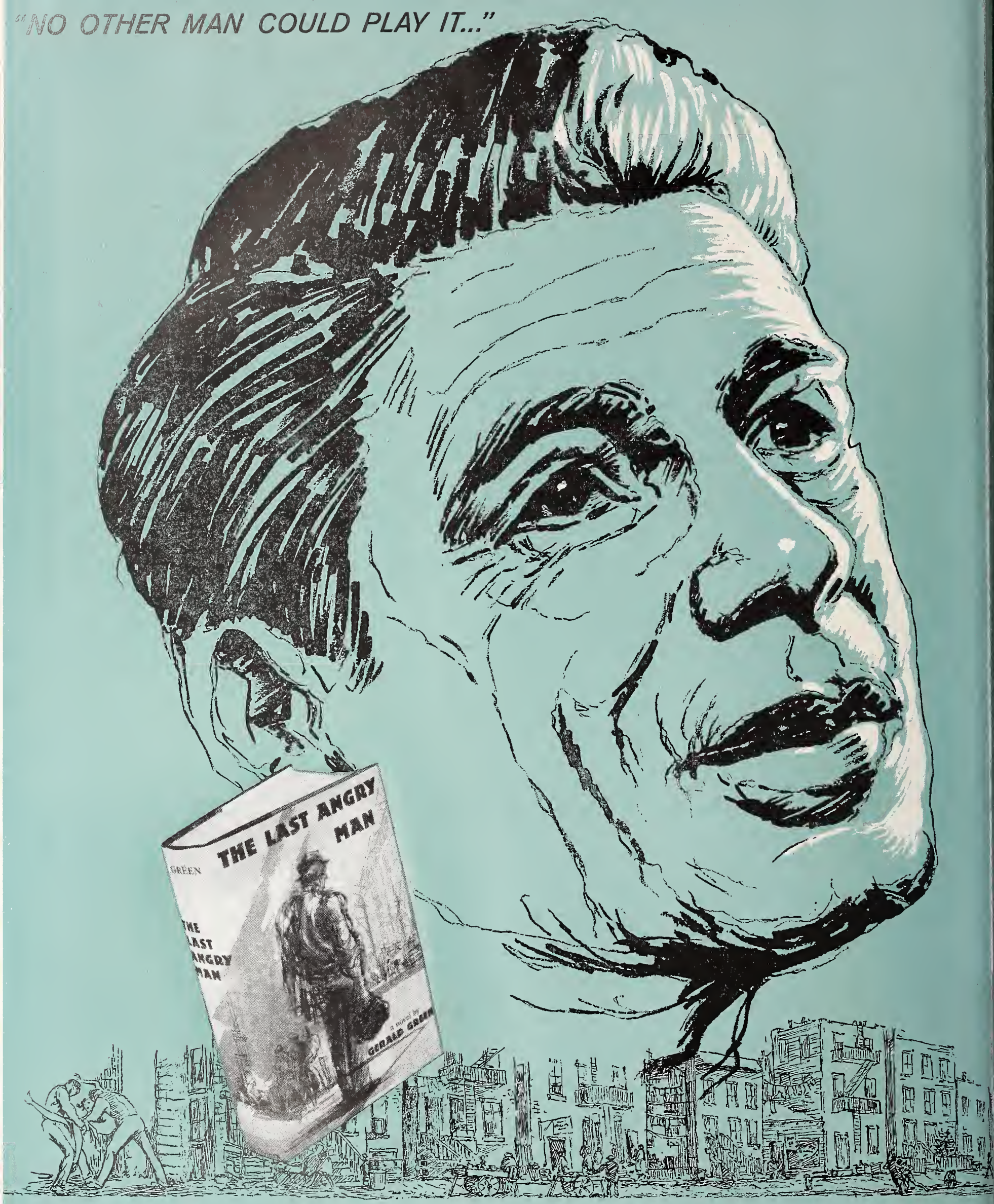
Queried by Justice

Suppose the Paramount judgment were not available, demanded Justice Harlan. "Do you have enough evidence without it to win your case?"

"I just don't know the answer," McGovern replied. He then went on to say that all of the company's evidence was keyed to a belief the Paramount judgment was available, and that he just didn't know whether the evidence produced by the company independently, covering an alleged continued denial of the market to Eagle-Lion, would be enough to meet the heavy proof demanded in a conspiracy case.

McGovern insisted RKO and Loew's composed a "blockade" that not only cut Eagle-Lion off from first-neighborhood-runs but also from later runs, since those theatres took their bills from the bills that played RKO and Loew's. The circuits, he said, were "a very serious bottleneck to any distributor coming into New York."

"NO OTHER MAN COULD PLAY IT..."



FRED KOHLMAR PRODUCTIONS FOR COLUMBIA PICTURES

NOW SHOOTING!...PAUL MUNI in "THE LAST ANGRY MAN" • Co-starring DAVID WAYNE • BETSY PALMER • with JOANNA MOORE • JOBY B.
Screenplay by GERALD GREEN Based on his novel • Directed by DANIEL MANN

IN PREPARATION!...SPENCER TRACY in "THE DEVIL AT FOUR O'CLOCK" • KIM NOVAK in "THAT HILL GIRL"
"THE WACKIEST SHIP IN THE NAVY" Starring ERNIE KOVACS

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 84, NO. 93 NEW YORK, U.S.A., THURSDAY, NOVEMBER 13, 1958 TEN CENTS

tatistics Presented

Give Figures On Eagle-Lion N.Y. Bookings

rguments at Supreme ourt in Case Ended

By J. A. OTTEN

WASHINGTON, Nov. 12.—Attorys for the RKO and Loew's theatre mpanies gave the Supreme Court tistics today to support their contion that the two companies did t deny New York City playing time Eagle Lion Films from 1946 to 50.

At the same time, Eagle Lion atrney William L. McGovern told the urt that his company's pictures were ed only "to fill marginal needs" in

(*Continued on page* 2)

A Net for Quarter Up, roidy Tells 'Holders

From THE DAILY Bureau

HOLLYWOOD, Nov. 12. — Operaons of Allied Artists Pictures Corp., d its wholly-owned subsidiaries, for e first quarter of the present fiscal ar, ended Sept. 27, resulted in a net ofit before Federal income taxes of 120,200, it was disclosed here today

(*Continued on page* 6)

Exhibitors Praise Herald Plan for Product Merchandising Conferences

Exhibitors and circuit executives have been enthusiastic in their comments on the Motion Picture Herald product merchandising conference plan which will be inaugurated next Monday in New York with a three day series of meetings.

Congratulations to Quigley Publications for inaugurating the conferences and praise for the idea itself have been received from exhibitors in all sections of the country.

Paul A. Levi of American Theatres Corp., Boston, said, "The merchandising conferences can be of immense value to the industry and you are indeed to be congratulated for your initiative in arranging them."

"A forward-looking idea," W. R. Praught, vice-president of Tri-States Theatre Corp. of Des Moines, called it.

"My heartiest congratulations to

(*Continued on page* 2)

Plan Telecast of 'Mardi Gras' from Screen Here

In what is described as the first attempt to televise from a motion picture theatre screen the American Broadcasting Co. will place cameras at the Paramount Theatre to photograph opening sequences of "Mardi Gras" next Monday night. Premiere festivities for the Jerry Wald production for 20th Century-Fox will be on a "Mardi Gras on Broadway" theme.

The telecast, which is scheduled for 8 to 8:30 P.M., will feature interviews with stars Pat Boone and Christine Carere, who will be transported down Broadway to the theatre on a float.

Will Make 12 in Brazil On Co-Production Basis

From THE DAILY Bureau

HOLLYWOOD, Nov. 12. — Twelve American films will be made in Brazil on a co-production basis over the next three years, under the banner of Barclay Films International. Steve Barclay, head of BFI, and executive producer Jeffrey Mitchell and indus-

(*Continued on page* 6)

Social Responsibility In Film-Making Cited

A sense of responsibility on the part of both producers of films and the public will be much more effective than censorship in keeping "shoddy" pictures off the American screen.

This theme was stressed in an address delivered here yesterday by Eric Johnston, president of the Motion Picture Association of America at the annual luncheon of the International Social Service.

Speaking on the subject "Motion

(*Continued on page* 3)

SYMBOL OF SERVICE, a medallion, handed to Robert Benjamin, right, by Louis Nizer at yesterday's UJA luncheon. With them, Louis Phillips, Arthur Krim, Lester Waldman, Barney Balaban, Samuel Schneider, Ned Depinet, Herman Robbins. Story on page 3.

M. P. DAILY picture

Confirmed

Para. Part of Syndicate That Seeks Aniline

Would Buy Ansco Division If Stock Is Sold By Gov't

A Paramount Pictures spokesman confirmed yesterday that the company is part of a syndicate which will acquire General Aniline and Film Corp. if and when the Government puts it on the market.

Paramount would get the Ansco division, which makes non-theatrical films, cameras and related photographic products, should the deal, engineered by Bache & Co., New York investment house, be concluded.

"We are not denying our interest in the plan," the Paramount spokesman said, "but we are disturbed that news of it broke in this way. There is, of course, no assurance at this point that a deal can be concluded."

The story of the proposed deal was published in the New York Times yesterday from Washington and was

(*Continued on page* 6)

Honorary Committee For Coyne Lunch Set

Membership of an honorary sponsoring committee for a luncheon to be given by the motion picture industry to Robert W. Coyne, COMPO special counsel, at the Hotel Astor, December 11, was announced yesterday by Martin Levine, chairman of the committee making the arrangements for the luncheon.

Those listed as sponsors are as fol-

(*Continued on page* 6)

Coyne Confirms Offer From D. S. Institute

An offer to join the Distilled Spirits Institute as its president has been received by Robert W. Coyne, COMPO special counsel who has made no decision as yet, Coyne said in reply to inquiries yesterday.

Coyne led the last successful

(*Continued on page* 6)

TELEVISION TODAY—page 6

PERSONAL MENTION

RODNEY BUSH, 20th Century-Fox national exploitation manager, will leave New York today for New Orleans.

•

WALTER E. BRANSON, RKO Radio vice-president in charge of worldwide distribution, is in Toronto from New York. He will follow this visit with a trip to Chicago and other cities of the Midwest.

•

CHESTER F. CASANAVE, executive vice-president of Fred Astaire Dance Studios, will leave here today for Hollywood.

•

DILLON KREPPS, managing director of the United Artists Theatre, Detroit, has left there for a vacation in Miami.

•

MAX BRONOW and BENNY GLATZ, members of the M-G-M sales staff in Philadelphia, have returned to their duties following lengthy illnesses.

•

SIDNEY KRAMER, RKO Radio foreign sales manager, has left New York for Hollywood.

•

GLENN FORD has returned to Hollywood from New York and Washington.

Hartford Theatre Opens Two Russian Pictures

Special to THE DAILY

HARTFORD, Nov. 12. — Today's Russian double-bill, opening at the Bereal Theatres' downtown, first-run Parsons, marked several significant "firsts." The Artkino releases ("The 41st" and "A Day in Moscow") are the initial Soviet attractions to play downtown Hartford in many years; moreover, the program is the first all-Russian show to be booked into a Connecticut theatre since the recently-concluded Russian-American film exchange negotiations.

Kenneth Clark, MPAA vice-president, writing Bernard Menschell, B-T president, commented: "The U.S. government feels very strongly that the motion picture is a powerful instrument to try to bridge chasms of misunderstanding betwen our two countries. This is indeed a tribute to the motion picture and I think it is a tribute, too, to American exhibitors."

'Tunnel' Here Nov. 21

M-G-M's "The Tunnel of Love" will open at the Roxy Theatre here on Friday, Nov. 21 as the Thanksgiving holiday attraction.

Give Figures

(*Continued from page* 1)

the playing schedule of the two theatre chains, with RKO and Loew's pictures getting preferential playing treatment.

The argument in the case, which was begun Monday concluded today before eight Supreme Court Justices. Newly appointed Justice Potter Stewart took no part in the argument.

District Courts Denied Validity

The case was brought to the high court by Eagle Lion which claimed that playing time in New York's first neighborhood run theatres controlled by Loew's and RKO was not available to Eagle Lion films on a competitive basis from 1946 to 1950. The company maintained that the Paramount case was prima facie evidence of a conspiracy between Loew's and RKO which acted to the detriment of independent distributors. Both the district appellate courts said that the Paramount judgment was not valid in this case and Eagle Lion brought it to the Supreme Court.

RKO attorney Edward C. Raftery told the court he would give the facts of the case, with Loew's attorney S. Hazard Gillespie, Jr., following him with the legal points involved. At the close of Raftery's argument, however, Chief Justice Warren declared, "It seems to me these facts are very important." Gillespie then devoted a large portion of his time to continuing the presentation of facts.

Loew's Showed 89; RKO 100

Gillespie declared that Eagle Lion received a greater percentage of its national gross from the New York area on pictures costing less than $500,000 than did the eight major distributors. Loew's Theatres showed 89 Eagle Lion films, he said, and RKO Theatres showed over 100 Eagle Lion films during the period cited by the case. In addition, he said, Loew's showed the films of 38 independent distributors, and RKO those of 31.

"In the light of that," Gillespie said, "you cannot graft on the idea that there was no competition between us for the product of any other distributors."

Justice Frankfurter asked Gillespie what he thought of the statement that the Paramount decree was "a faggot and can't be broken into sticks." Gillespie answered that he agreed with Frankfurter and said, "The decree must be aimed at a particular local area if you are going to use it as prima facie proof of a situations, as they are trying to do here."

Claims Paramount Findings Supported

McGovern claimed that Eagle Lion's New York percentage of its overall national gross was 6.4 per cent, compared with the major distributors' New York percentage of 8.6 per cent. "We succeeded in playing eight of our 196 pictures in the Loew's and RKO circuits," he said, adding that Eagle Lion was compelled to sell in a market that was deliberately and arbitrarily narrowed." He declared that "this partial playing policy at the time supports the finding in the Paramount case."

Compares Two Situations

If the Paramount case stated that RKO and Loew's "monopolized the neighborhood first-run business in New York," McGovern said, "then clearly we ran up against this situation." If the Paramount case is accepted, he told the court, "then it is impossible to find that we were granted competitive access."

WOMPI to Inaugurate New St. Louis Chapter

Special to THE DAILY

NEW ORLEANS, Nov. 12. — The 12th division of the Women of the Motion Picture Industry, a chapter in St. Louis, will be chartered in ceremonies in the Chase Hotel in that city on Nov. 20, it was announced here by Mrs. Gene Barnctte, national WOMPI president. Ceremonies will get underway at 7:30 P.M. under the direction of Miss Theresa M. Boheim, the club's first president.

At the same time Mrs. Barnette announced the names of members who will serve on various national committees, which are made up from the 11 chapters in Dallas, New Orleans, Atlanta, Memphis, Charlotte, Jacksonville, Washington, D.C., Toronto, Denver, Kansas City and Des Moines. They are as follows:

Finance: Mrs. Mildred Warren, chairman; Mrs. Edith Musgrave, Mrs. Thelma Powell, and Mrs. Camilla Nealley. Membership: Mrs. Mabel Guinan, chairman; Mrs. Pauline Mosier, Miss Olive Copleston, Mrs. Betty Healy, and Miss Constance Wuebbenhorst. Extension: Miss Ida Klos, chairman; Miss Verlin Osborne, Mrs. Hazel LeNoir, Mrs. Toni Masse, Mrs. Eileen Olivier, and Mrs. Johnnie Barnes.

Nominating: Mrs. Dorothy Johns, chairman; Miss Katherine Randle, Mrs. Myrtle Parker, Mrs. Juanita Elwell, and Mrs. Myrtle Cain. By-Laws: Miss Lois Evans, Miss Nancy Wilson, Miss Betty Hemstock, Mrs. Nell Middleton, and Miss Alma Lee Mulholland. Publicity: Mrs. Marie Berglund, chairman; Mrs. Mary Hart, Miss Florence Graham, Mrs. Lois Cone, and Mrs. Jerri Hazelwood.

Bulletin: Mrs. Loree Butler, chairman; Mrs. Carmen Smith, and Mrs. Virginia Elliott. Will Rogers Memorial Hospital (special): Mrs. Lorena Cullimore, chairman; Mrs. Helene Grovensteen and Mrs. Viola Wister. Cerebral Palsy (special): Miss Verlin Osborne, chairman, and Mrs. Florence Work.

Laud 'Herald'

(*Continued from page* 1)

you for taking this very progressiv step," Dale H. McFarland, genera manager of Greater Indianapolis, saic "I am sure great things can resul for the good of the industry."

Raymond Willie of Texas Interstat said, "I am most certainly in accor with this. . . . project and I knov that much good will come from you meetings."

Fay S. Reeder of Fox West Coas said, "I shall watch with interest th results of the conference whic should prove of benefit to our indus try."

Sees 'Great Step' Valuable

P. M. Russell, Jr., of the Alabam theatre, Birmingham, wrote: "I thin this a great step toward merchandisin our product at a time when show manship is needed so badly."

The conferences, which will star Monday morning, will include th screening of seven new pictures, dis cussion of the advertising and pro motion plans for each led by the ad vertising executives of the compan concerned, and a round table dis cussion of general advertising an promotion problems.

Claim British Filmgoers Surpass TV Viewers

Nearly 65 per cent more of th British people attend motion picture than regularly view television, ac cording to a report made by th Newspaper Society in England an released here yesterday by the Motio Picture Association of America. Th Society is an association of newspape publishers and editors outside th London area.

A readership survey showed tha out of 3,660,330 housewives in th area 56 per cent were regular cinema goers and 37 per cent regular T viewers. In the London area regula cinemagoers total 52 per cent and T viewers, 30 per cent.

20th-Fox Dividend

The board of directors of 20th Cen tury-Fox yesterday declared a qua terly cash dividend of 40 cents pe share on the common stock of th company, payable Dec. 27 to stock holders of record Dec. 10.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Ston Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincer Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Wash ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in th principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefelle Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-Pres dent and Treasury; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a yea as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as secon class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c

TENT TALK

Variety Club News

PITTSBURGH — David C. Silver-ın, Allied Artists branch manager, the new chief barker of Variety ub, Tent No. 1. He succeeds Harold Lund. Other elections include Lou ınna and Ray Downey, assistants; nmy Fallon, treasurer, and Harold ·ay, secretary.

△

CLEVELAND—Jim Levitt, Buena sta branch manager, has been ected to succeed David Rosenthal chief barker of Variety Club, Tent o. 6. Other officers elected are: Ir-in Shenker and Ted Levy, assistants; ving Shenker, dough guy; and ewis Horwitz, property guy.

△

ALBANY, N. Y.—Variety Club will old "open house" in its new quarters Nov. 23. Lewis A. Sumberg, at-rney, is chairman of the dedication mmittee.

△

MILWAUKEE—Variety Club, Tent o. 14, has elected Samuel M. Kauf-an as chief barker. Assistants are ean D. Fitzgerald and Harry Mintz. ough guy is Harold Pearson, while erry Franzen has been named prop-ty master.

trike Closes Theatres n Tampico, Madero

Special to THE DAILY

MEXICO CITY, Mex., Nov. 12.—rouble between theatre exhibitors ıd their employees have left the city Tampico, one of the main ports in exico, without a single movie house. ive theatres operate in this city, and ıe in the nearby town of Ciudad Ma-ero. The six were closed after the orkers presented petitions for a raise their salaries of 25 per cent, and veral other demands, which exhibi-rs considered unreasonable. After veral days of trying to find a set-ement to the situation, the strike was eclared.

hafton Heads V.C. Unit

Edward Shafton, Omaha, has been ppointed the new chairman of In-rnational Variety Clubs' Humani-rian Award Committee by George 7. Eby, international chief barker. erving with Shafton will be past ıternational chief barkers, who will ıake up the entire committee.

eases N.O. Theatre

NEW ORLEANS, Nov. 12.—Law-ence Woolner, general manager of Woolner Bros. Theatres has leased ıe Patio Theatre on Airline Highway om Mrs. William Sendy. Arthur arnett will do the buying and book-ıg. Woolner's other theatre interests re the Airline Drive-In and Drive-n Movies on Jefferson Highway.

UJA Human Relations Award Given Robert Benjamin at Annual Luncheon

By FLOYD STONE

(Picture on Page 1)

Robert Benjamin, board chairman of United Artists—known to most of the industry as a man whose name always appears in public welfare causes, and known as "Bob" to most of the six hundred who came yesterday to luncheon at the Astor to see him honored—acknowledged the UJA Amusement Division's 1958 Human Relations Award by reminding his audience it was a symbol, and so is he, and the important thing is the UJA and what it does.

Louis Nizer, film attorney, speaker of renown, and a friend and former associate, gave Benjamin a medallion. He regretted Benjamin no longer gives his charm and persuasion, wit and synthesis to law but appreciated that he gives these unique talents to business and especially, he pointed out, to public service. Benjamin, he said, it appears from research into the causes to which through the years he has given himself and in so many of which he presently is enrolled, not only is a public server, but a dedicated one. He will continue, Nizer predicted, to be on lists and dais, to give his name and sacrifice his time and use his energy, a long time ahead.

Lester Waldman described the Joint Defense Appeal's battles, generally against bigotry, specifically against discrimination, and immediately and importantly against recent synagogue bombings. He said all are involved who believe in our system, and giving money to the JDA will help protect it, and is an investment, for now and for the children.

Samuel Schneider is campaign and was luncheon chairman. Honorary chairmen are Barney Balaban, Harry Brandt (who wired greetings from a hospital bed), and William J. German. Adolph Schimel is treasurer. On the dais were Henry Martin, Saul Jeffee, Sam Rinzler, Rube Jackter, George Skouras, William Heineman, Myron Blank, Alex Harrison, Leopold Friedman, Herman Robbins, Ned Depinet, Mr. Schneider, Mr. Balaban, Waldman, Arthur Krim, Louis Phillips, Irving Greenfield, Max Youngstein, George Kerasotes, Leon Goldberg, Russell Downing, Solomon Strausberg, Leslie Schwartz, Emanuel Frisch, Joe Rosen.

Responsibility

(*Continued from page 1*)

Pictures and Social Responsibility" Johnston told the ISS members that films which "violate good taste" are produced by a "fringe group of irresponsibles" which sometimes "succeeds in giving a black eye to all of us." The solution to this problem does not lie in censorship, he said. Instead "there needs to be a constant sense of responsibility by producers of films, by producers of radio and television programs, by publishers of books, and magazines and newspapers —by all the media of expression."

"But this is only part of the answer," Johnston added. "The complete answer can only come with a heightened sense of responsibility by the public itself. Let's make no mistake about it. If people want shoddy, they will get shoddy. If they prefer trash, trash they will get."

Praises Member Companies

The MPAA president explained to his listeners that member companies of the MPAA are meeting their public responsibility by a system of "self-regulation" in the content and advertising of films, then described the Production Code and the means by which it is administered.

Johnston also told his audience about the recent agreement reached with the Soviet to exchange films with the U.S. under a cultural pact. "Out of it," he said, "I hope will flow steady and regular commercial exchanges of films between our two countries. This was the fundamental purpose of our negotiations on films and it is our overriding desire."

In conclusion Johnston attacked critics who assert that films showing the U.S. in a bad light should not be shown abroad. "America's true genius," he said, "lies in showing ourselves as we are—in all our aspects—the bad along with the good, the seamy along with the shining."

Jerrold 6-Mos. Income, Net Sales on Rise

Special to THE DAILY

PHILADELPHIA, Nov. 12.—The Jerrold Electronics Corp. reported net sales and service revenues of $3,213,-642 for the six months ended August 31, 1958, compared to net sales and service revenues of $2,638,920 for the six months ended August 31, 1957. Net income after taxes for the first half of the current fiscal year totalled $57,182, including a non-recurring credit of $22,825, compared to a net loss of $77,798 during the same period a year ago.

Milton J. Shapp, president of the electronics company, told stockholders that since August 31, the company has experienced an accelerated seasonal increase in sales and service revenues which for September, 1958, total $720,000, an approximate 37 per cent increase over September, 1957.

'Man' Shooting Here

Columbia Pictures has started shooting on "The Last Angry Man" on the streets of Brooklyn. The picture is based on the best-selling novel of Gerald Green, and co-stars Paul Muni and David Wayne.

PEOPLE

Louis H. Jacobson, formerly manager of the Park City Theatre, Bridgeport, Conn., has been named to a similar post at the newly-reopened American Theatre in the same city.

□

Capt. Michael Wolke, of the Youth Aid Bureau, Milwaukee, discussed "The Effect of Crime Movies Upon Youth Today" in an address delivered at the November meeting of the Better Films Council of Milwaukee County.

□

Stanley Dutkin, former traveling auditor for Columbia Pictures, has been assigned to the sales staff of the company's New Orleans exchange.

□

Burton Topal, recently promoted by United Artists from salesman in Albany to branch manager in Buffalo, has been given an honorary membership card in Albany Loge No. 24, Colosseum of Motion Picture Salesmen, of which he was an active member before taking over the Buffalo office, of which Albany is a sub-outlet.

□

Martin Berman and **Robert Boucher** have been added to the New York production department of Filmack Studios, the former as assistant production manager and the latter as director of the art, camera and type departments.

Venezuela Said Best Mexican Film Market

Special to THE DAILY

MEXICO CITY, Mex., Nov. 12.—Venezuela continues to be the very best market for Mexican pictures, and thanks to the demand for Mexican films there, and in Cuba, as well as the recent agreement with Spain for the sale of more Mexican films, the Mexican picture industry will be this year on the profit side, instead of being on the expected deficit side, Juan Bandera, general manager of the major distributing company in Mexico, Peliculas Mexicanas, S.A., said in a statement issued here.

'Book' Opens Big

"Bell, Book, and Candle" grossed $2,473 on the first day (Tuesday) of its world premiere engagement at the Warner Beverly Theatre in Los Angeles, Columbia reported yesterday. The figure was said to be equal to that of "Picnic" and ahead of "The Eddy Duchin Story" at the same theatre.

Party for French Visitors

The French Film Office here will give a reception today for Rene Clair, Arletty and Francois Perier, French professionals who are visiting in New York.

Date or mate

...They're today's best box-office bet

More than thirty million young adults like these go to the movies each week, seeking entertainment and escape! Romance, adventure, mystery, drama—they like 'em all. But the fact—the big outstanding fact—is that the better the picture, the more they go, *AND THE BIGGER THE BOX OFFICE!*

Help on technical aspects of making motion pictures better—producing, processing, and projection—is available from the Eastman Technical Service for Motion Picture Film. This is a useful service since technical excellence contributes so much toward maintaining the sense of illusion which characterizes all fine pictures. Offices at strategic centers. Inquiries invited.

Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N.Y.

East Coast Division
342 Madison Avenue
New York 17, New York

Midwest Division
130 Eost Rondolph Drive
Chicogo 1, Ill.

West Coast Division
6706 Sonto Monico Blvd.
Hollywood 38, Colif.

Para., Aniline

(*Continued from page* 1)

confirmed by Bache & Co. in a statement carried exclusively by The Times.

Asked for an estimate of the amount of Paramount's investment in the takeover of Ansco should a deal be concluded, the Paramount spokesman said the arrangements are "too involved" to justify mentioning any specific figure.

A private analysis of Aniline's prospects prepared by the Bache research department last month said the stock was worth between $69,300,000 and $98,500,000, and said that $84,000,000 would be a fair price for the corporation.

W. R. Grace & Co. Involved

In addition to the Ansco Division, the Bache plan contemplates the sale of Aniline's Dye and Chemical Division to W. R. Grace & Co., shipping and banking concern which has been diversifying extensively in the chemical field in recent years, and an Ozalid Division, which makes office copying machines and papers for reproduction processes, which would be taken over by Daystrom, Inc., a management and holding company with electronic and electrical interests.

Aniline was seized by the government during the war as enemy property, on the contention that it was owned by Germany's I. G. Farben chemical combine. The claim is contested by Interhandel, Swiss holding company, which has instituted litigation to prevent the Government from selling Aniline unless provision is made to turn over a major portion of the sales price to Interhandel.

Delgado, Retiring, Dined

Fernando E. Delgado, for 36 years a 20th Century-Fox newsreel cameraman, who will retire at the end of this month, was guest of honor here last night at a dinner given him at Al and Dick's by more than 100 of his friends and fellow workers.

Delgado—widely known as "Del"—joined Fox in the "silent" days shortly after coming to New York from his native Ecuador. With the advent of sound films he was one of the first trained to form a newsreel crew in the new medium. His most recent assignment was as Movietone specialist to the United Nations here.

M. H. to Display Photos

Prize-winning photographs of the twentieth annual Newspaper National Snapshot Awards will be exhibited in the Grand Lounge of the Radio City Music Hall starting today. The exhibit will continue through Wednesday, Dec. 3.

Mrs. Nungesser

NEW ORLEANS, Nov. 12. — Mrs. George G. Nungesser, Sr., wife of the branch manager of Allied Artists here, died after a short illness. Also surviving are a daughter and son.

Honorary Committee

(*Continued from page* 1)

lows: Charles Alicoate, Gov. Ellis Arnall, Chester B. Bahn, John B. Bertero, Barney Balaban, Robert Benjamin, Myron Blank, Harry Brandt, Steve Broidy, Max A. Cohen, Ned Depinet, Jay Emanuel, Ed Fabian, S. H. Fabian, Marshall Fine, Leopold Friedman, Emanuel Frisch, Leonard Goldenson, Abel Green, Harry Hendel, Julius Joelson, Eric Johnston.

From All Industry Branches

Also Ben Kalmenson, Roy Kalver, Sherwin Kane, George Kerasotes, Arthur B. Krim, Edward Lider, Ben Marcus, E. D. Martin, Arthur L. Mayer, Robert J. O'Donnell, Al Pickus, Sam Pinanski, Martin Quigley, Martin Quigley, Jr., Milton R. Rackmil, Walter Reade, Jr., Samuel Rinzler, Sam Rosen, Abe Schneider, Leslie Schwartz, Sol A. Schwartz, Joseph M. Seider, Ben Shlyen, Spyros P. Skouras, Morton Sunshine, Morton Thalhimer, Joseph R. Vogel, Mo Wax, Jack Whittle.

Others on the arrangements committee besides Levine, are as follows: Philip Harling, treasurer; Abe Montague, Solomon Strausberg and Irving Dollinger.

Coyne Confirms

(*Continued from page* 1)

COMPO campaign in Washington for further reduction of the Federal admissions tax, and was prominent in the earlier campaigns. Coyne's present contract with COMPO has about two and one-half years to run.

It was understood the contract offered Coyne by the Distilled Spirits Institute is for a considerably longer period, with his salary guaranteed by five top companies, members of the Institute. There is no guarantor of Coyne's salary with COMPO, since the organization's financing is on a year to year basis.

Testimonial Slated Dec. 11

Coyne's work on the COMPO admissions tax campaigns gained him wide recognition in and out of the industry. An industry testimonial to him has been planned for Dec. 11 in New York.

Mrs. Nairn Dies

TORONTO, Nov. 12. — Funeral services will be held here Friday at St. Pius X Church for Mrs. James Nairn, wife of the director of advertising and public relations for Famous Players. Besides her husband, she is survived by a sister and two brothers.

'Houseboat' Here Tonite

Paramount's "Houseboat" will have a public premiere at the Capitol Theatre at 8:30 P.M. tonight, with the opening-night proceeds to go to the Social Service Dispensary League of the 42nd Street Beth David Hospital.

'Earth' Opens Nov. 26

"From the Earth to the Moon," a Warner Bros. release, will have its New York premiere at the Odeon Theatre on Wednesday, Nov. 26.

Television Today

Defense Dept. Moves to Cut Down Guild Complaints on Jobs Abroad

From THE DAILY Bureau

WASHINGTON, Nov. 12.—The Defense Department has decided to establish closer liaison between its Los Angeles field personnel and Hollywood's talent guilds and motion picture and television producers.

It hopes that these closer ties will cut down guild complaints about use of Department personnel and equipment in overseas production.

The decision came as the result of a report made to the Department by James Platt, special assistant in the office of the Secretary of Defense. Platt met recently on the west coast with the Hollywood guilds and Association of Motion Picture Producers to discuss a Screen Actors Guild complaint that a "tendency" toward excessive use of Department personnel and equipment in overseas production was taking jobs away from actors and other Hollywood workers. The S.A.G. had made the complaint in a letter to Rep. Joe Holt (R., Calif.), and Holt turned it over to the Department.

Asks Contact Between Personnel

According to a Department spokesman, Platt reported that the problems involved had been overstated in the S.A.G. complaint, and that many of the key guild and production people weren't even aware that the Department had service personnel in Los Angeles. He recommended that the service personnel make themselves known to the guilds and producers and explain they were available to discuss any problems that might arise. In this way, Platt indicated, many potential problems could be settled on the Coast before they developed into real ones that required complaints.

CBS Net for 9 Months At Record $16,522,462

Consolidated net income of Columbia Broadcasting System, for the first nine months (40 weeks) of 1958 was $16,522,462, compared with $13,898,171 earned in the nine months (39 weeks) of 1957, it was announced yesterday at the meeting of the board of directors here by William S. Paley, chairman and Frank Stanton, president.

Above Last Year's Figure

The current earnings are equivalent to $2.10 per share. Earnings of $1.82 per share were reported for the first nine months of 1957. Per share earnings are calculated on the average number of shares—7,881,400 in 1958 and 7,651,697 in 1957—outstanding during the respective nine month periods.

WGA-W Calls Meeting

HOLLYWOOD, Nov. 12. — Speculative writing practices in television have spurred a call for a special meeting of the TV-radio writers branch of Writers Guild of America-West for Thursday, Nov. 20, at Beverly Hills to examine facts and recommend remedial action.

AA First Quarter

(*Continued from page* 1)

by Steve Broidy, president, at the annual stockholders meeting of the company. The figure for the quarter compares with a net profit before Federal income taxes of $90,800 for the corresponding quarter of the previous year.

No provision for Federal income taxes was made in either year because of prior year losses which were applicable as credits against first quarter profits.

The gross income in the quarter ended Sept. 27, 1958, amounted to $3,929,000 as compared with $4,894,000 shown in the corresponding quarter for 1957.

Following the stockholders meeting, a meeting of the board of directors was held at which all of present officers were re-elected. The directors also authorized payment of the Dec. 15, 1958 quarterly dividend of 13¾ cents per share on the company's 5½ per cent cumulative convertible preferred stock. Payment will be made to stockholders of record on Dec. 3, 1958.

To Make 12 in Brazil

(*Continued from page* 1)

trialist-investor Emanuel Carlos Alessio de Oraujo, representing Brinter Brazil International, of Sao Paulo, told the press today the films would be made in Brazil at costs approximately one-fourth the costs as compared to Hollywood budgets.

Barclay said the American dollar investment would range between $30,000 to $100,000 on above-the-line costs for stars and stories, with the major portion of the budget borne by Brazilian interests on below-the-line charges.

All films will be made in color and processed by Pathe Laboratories in Hollywood. Distribution arrangements will be made on an individual picture basis. Some will be made without a release, Barclay said.

'Want' Brings $7,800

Figaro, Inc.'s "I Want to Live!" took in a $7,800 gross for its opening day at the State Lake Theatre in Chicago, it was announced here by United Artists.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 84, NO. 94 NEW YORK, U.S.A., FRIDAY, NOVEMBER 14, 1958 TEN CENTS

chwartz Plea

Exhibitors Urged to Act On Unification

peaks at MMPTA Lunch o Induct New Officers

(Picture on Page 8)

An earnest plea for national exbitor unity—in his own metropolitan ew York back yard as well as nally — was made by Sol A. hwartz, president of RKO Theatres, a luncheon at the St. Moritz Hotel re yesterday marking his induction president of Metropolitan Motion cture Theatres Association.

Schwartz's remarks assumed added gnificance in the face of the conning in New York today of some 25 exhibitors from all parts of the untry in an effort to achieve a nited front for exhibition on a surval and blueprint for the future ogram, and also from the fact that ey were made in the presence of veral score important industry fig-

(*Continued on page* 8)

Md. Anti-Trust Verdict Upheld in Appeals Court

From THE DAILY Bureau

WASHINGTON, Nov. 13. — U.S. ourt of Appeals has upheld a lower urt decision which found that the ajor distributors did not conspire hold back the availability of films om a nearby Rockville, Md., thea-e.

The suit was brought by Orbo

(*Continued on page* 6)

Compo Ad Cites Rise in Newspaper Interest

Evidence of newspapers' expanding terest in movie news is revealed the 96th of the series of COMPO ds in "Editor & Publisher," which ill appear tomorrow.

Under the caption, "Well, Well,

(*Continued on page* 6)

TELEVISION TODAY—page 7

Para. Net Put At $3,807,000

Paramount Pictures had consolidated net earnings from operations of $3,807,000 for the first nine months of 1958, the company reported yesterday. This compares with $4,237,000 for the same period in 1947.

Net earnings for the third quarter this year were $1,242,000 as compared to $1,878,000 for the like quarter last year.

Total consolidated net income for the third quarter of 1958 amounted to $4,197,000, including $2,955,000, representing the net profit after de-

(*Continued on page* 6)

SAG Will Aid AFTRA If Networks Are Struck

From THE DAILY Bureau

HOLLYWOOD, Nov. 13. — Screen Actors Guild today announced that its entire membership is being notified that in the event a strike against television and radio networks is called

(*Continued on page* 7)

Gordon Craddock Dies, UA Sales Representative

Special to THE DAILY

JACKSONVILLE, Nov. 13.—Gordon Craddock, Sr., 63, sales representative for United Artists here, died at his home in Orlando, Fla., of a stroke today. Craddock was the father of Gordon Craddock, Jr., assistant to the

(*Continued on page* 6)

Over 100 Exhibitors Expected

Exhibition to Seek United Front Today

Will Try to Agree on a Blueprint for Industry Future; Distributor Meet Later

Over 100 exhibition leaders from all parts of the country, representing both organized and unorganized exhibition, are in New York to meet today at the 20th Century-Fox home office at the instigation of Spyros P. Skouras to seek solutions to current problems and endeavor to agree on a blueprint for handling them hereafter.

Leaders of the two national exhibitor organizations—Allied States and Theatre Owners of America—met separately yesterday in private but informal sessions, presumably discussing possible procedures for today's general forum, and exploring possible programs for improving the lot of the theatre.

The principal objective of the meeting, most exhibitors feel, is an attempt to determine whether or not a united front of exhibition can be achieved to deal with its present and future problems. What form the united front, if attainable, might take appears open to speculation in advance of the meeting.

Prominent exhibitors here to attend

(*Continued on page* 7)

AB-PT 3-Mo. Business Up

Business at theatres in the circuit of American Broadcasting-Paramount Theatres for the third quarter this year was well ahead of the previous three months, Leonard Goldenson, president, reported yesterday. Grosses, however, were not equal to the level for the third quarter last year, he added.

The report was made in connection with the AB-PT financial statement for the first nine months of 1958, which showed a net operating profit of $4,142,000 as compared with $4,033,000 for the same period in 1957.

Goldenson indicated he expected theatre grosses to improve in coming months in pointing out that the level of business is "best gauged by the

(*Continued on page* 6)

Exhibitors Representing Over 1,500 Theatres to Attend Herald Meets

Executives of circuits representing more than 1,500 theatres will meet Monday morning for the first of a series of product merchandising conferences sponsored by Motion Picture Herald. The conferences, at which seven new features from as many companies will be screened, discussed and analyzed from a merchandising point of view, will run through three days concluding Wednesday evening.

Participants in the conferences, unique in the field, will see "tom thumb," MGM; "A Night to Remember," Rank; "The Perfect Furlough," Universal; "Anna Lucasta," UA; "The Black Orchid," Paramount; "Rally 'Round the Flag, Boys!", 20th-Fox; and "The 7th Voyage of Sinbad," Columbia. Following each screening, or, in the case of night screenings, the next morning, there will be an exposition of the advertising and promotion campaign planned for the pictures by executives of each distributor, and discussion of particular merchandising features.

Tuesday morning there will be a round table discussion among all the participants and representatives of all

(*Continued on page* 2)

Adlai E. Stevenson Top Pioneer Dinner Speaker

Adlai E. Stevenson will be the principal speaker at the 20th annual Motion Picture Pioneers' dinner honoring Robert S. Benjamin and Arthur B. Krim as Motion Picture Pioneers of 1958.

Stevenson's appearance at the event, which will be held at the Wal-

(*Continued on page* 6)

'Emergo' New Device For 'Haunted Hill'

Emergo, a new device for motion pictures described as "projecting horrifying objects from the screen over the heads of the audience" with operation by electric motors has been patented by producer-director William Castle. He plans to use it in conjunc-

(*Continued on page* 6)

PERSONAL MENTION

ROBERT BENJAMIN, board chairman of United Artists, left here yesterday for the Coast.

•

HARRY BRANDT, president of Brandt Theatres, is being treated for ulcers at Beth Israel Hospital there.

•

BURTON E. ROBBINS, vice-president of National Screen Service in charge of sales, will leave here by plane on Sunday for London and, later, Rome.

•

M. SPENCER LEVE, vice-president of National Theatres, left the Coast yesterday for New York.

•

ROBERT W. SELIG, Fox Intermountain division manager in Denver, left there yesterday for New York.

•

LUTZ HENGST, production executive of Bavaria Film-Kunst studios, Munich, has arrived in Hollywood from Germany.

•

EDWIN J. SMITH, director of international operations for ABC Films, will leave here tomorrow for London and the Continent.

•

MERVYN LEROY will arrive in New York today from Washington.

•

CHARLES SIMPSON, vice-president of Capital Releasing Corp., Atlanta, has returned to his home there following hospitalization.

•

RUTH MIKLES, secretary to GEORGE SCHUR, Paramount branch operations manager, will leave New York tomorrow aboard the "Kungsholm" for a three-week Caribbean vacation.

•

MARK ROBSON, director, will arrive in New York at the weekend en route to London.

•

CY DILLION, former branch manager for Republic Pictures in Charlotte, and MELVIN COOK, of International-Astor Pictures in that city, have returned there following a visit to Atlanta.

•

RICHARD P. BROUS, Fox Midwest Theatres division manager in Kansas City, has arrived in New York from there.

'Gras' Here Nov. 18

Jerry Wald's production of "Mardi Gras" opens next Tuesday at the Paramount Theatre. The 20th Century-Fox release follows "In Love and War" into the Broadway showcase.

Sell-Out Reported for 'Home' Boston Bow

Special to THE DAILY

BOSTON, Nov. 13. — A complete sell-out has been achieved for the benefit New England premiere of "Home Before Dark" a week in advance of the gala opening of the Warner Bros. release at the 2,900-seat Keith Memorial Theatre here next Tuesday. Notables from all walks of New England life will be included in the capacity audience at the advanced-price, charity premiere, proceeds from which will aid the Danvers State Hospital.

Coverage Complete

Joining in the advance promotion campaign for the premiere have been 16 daily and weekly newspapers and eight radio stations, as well as department stores, music stores and other businesses.

Move Up Date for 'Suburban' Theatre

Special to THE DAILY

ALBANY, N. Y., Nov. 13. — Neil Hellman has announced the moving up of the date for the completion of a proposed 1,200-seat $500,000 "suburban" theatre on Upper Washington Avenue, within the city limits, from Labor Day to July 15.

He said that construction work will begin within three weeks. Originally it was not to start until spring. Hellman stated that the job will be put up for bids in the near future.

Parking facilities for 500 cars are one of the features. The house, which will also have a stage and dressing rooms, is to seat 1,000 on the main floor, and 200 in the balcony. The latter will be reached by escalators.

'Uncle' Gets $31,043

Jacques Tati's "My Uncle" grossed a total of $31,043 in the first week at the Guild and Baronet Theatres here, Continental Distributing, Inc. reported. The Guild's gross totalled $15,115 and the Baronet set a new opening week's gross of $15,928.

'Furlough' Preview

Stars of Broadway shows, television and radio programs and leading newspaper columnists have been invited by Universal-International to a midnight "show business" preview of "The Perfect Furlough" at the Paris Theatre here next Monday night.

To Republic Board

Victor M. Carter, Los Angeles industrialist, was elected a member of the board of directors of Republic Pictures at a meeting at the company's offices here. Carter is a director of the Hollywood State Bank.

Quiz Shows Off to Good Start in Dallas Theatres

Special to THE DAILY

DALLAS, Nov. 13.—Wilbur Clark, of Las Vegas Desert Inn fame, personally gave his Wilbur Clark Presents Movie Quiz a big send-off at the Palace Theatre here this week by presenting the first night's winner the $300 jackpot. The winner was Louis R. Moroney, an insurance underwriter.

No winners—only near misses were reported at the suburban Inwood and Wilshire. This means that the jackpot goes to $150 from the starting point of $100, and the Palace will start all over again at $300 and increase the jackpot by $100 if there is no perfect score on Nov. 17. Hal Cheatham, Interstate publicist, reported good audiences at all three theatres and said the participants seemed to enjoy themselves very much. "Let's hope they don't keep their good time a secret and by word of mouth our quiz nights will grow to the capacity crowds of the former Dr. I.Q. days," he stated.

Golden Age Movie Club Expanded in New Britain

Special to THE DAILY

HARTFORD, Nov. 13. — Harry Feinstein, Stanley Warner Theatres' zone manager, is expanding the Golden Age Movie Club plan, first instituted in this territory several months ago at the first-run Strand and Embassy, New Britain, Conn.

Also in Bridgeport

The policy, under which patrons over 60 are admitted for reduced admission, is now in effect at the first-run Warner and Merritt, Bridgeport, Conn. Bridgeport club members are paying 35 cents to 5 P.M., and 55 cents, evenings and all day Sundays.

Dale Thornhill Named

CHICAGO, Nov. 13.—Dale Thornhill has been appointed advertising manager of the theatre division of Filmack Trailer Co., it is announced by Irving Mack, president of Filmack. Thornhill will also supervise editing of the company's publication "Inspiration." Thornhill is well-known in exhibition circles having been with Fox Midwest Theatres of Kansas City for many years in various situations throughout the Midwest.

Rename Goldenson

Leonard H. Goldenson, president of American Broadcasting - Paramount Theatres, Inc., has been reelected chairman of the board of directors of United Cerebral Palsy Associations Inc. One of UCP's founders, Goldenson served four terms as president. He is also chairman of the board of UCP's Research and Educational Foundation, Inc.

'Herald' Meets

(*Continued from page* 1)

distributors on general merchandisi and promotion problems.

The complete program follows:

Monday, November 17

10:00 A.M.—MGM screening roo Welcome, Martin Quigley, Jr.
10:15 A.M.—Screening, "tom thumb
11:45 A.M.—Discussion, "tom thumb
1:00 P.M.—Lunch (Astor Hotel).
2:30 P.M.—Screening, Rank's " Night to Remember"—Bonded Pr jection Room, 630 Ninth Ave.
4:30 P.M.—Discussion, "A Night Remember."
Midnight—Screening, Universal's "Th Perfect Furlough," Paris Theatre

Tuesday, November 18

10:30 A.M.—Discussion, "The Perfe Furlough," Universal's screenir room.
11:30 A.M.—Round table discussic at Universal's screening room.
12:45 P.M.—Buffet lunch at Universa
2:30 P.M.—Screening, "Anna Lu asta," United Artists screening roor
4:30 P.M.—Discussion, "Anna Lu asta."
6:00 P.M.—Dinner at Paramount di ing room.
7:15 P.M.—Screening, "The Blac Orchid," followed by discussion.

Wednesday, November 19

9:30 A.M.—Screening, "Rally Roun the Flag, Boys," 20th Century-Fo Screening Room.
11:30 A.M.—Discussion, "Rally Roun the Flag, Boys."
12:30 P.M.—Buffet lunch, 20th Cen tury-Fox.
2:30 P.M.—Screening of "The 7t Voyage of Sinbad," Columb screening room.
4:15 P.M.—Discussion, "The 7t Voyage of Sinbad."

'War' Receipts Gain

"In Love and War," Jerry Wald production for 20th Century-Fox reported outdistancing its previous re ceipts and running closely with "Th Young Lions." Typical receipts are Fox, St. Louis, $9,525; Viking, Phila delphia, $8,640; Allen, Clevelan $9,177 and Milwaukee, Wisconsi $4,839.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
JEAN SIMMONS
"HOME BEFORE DARK"
DAN O'HERLIHY • RHONDA FLEMING • EFREM ZIMBALIST, JR.
A Warner Bros. Picture
and GALA NEW STAGE SPECTACLE

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Ston Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vince Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Wash ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in th principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefelle Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-Pres dent and Treasury; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a yea as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as secon class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10

TENT TALK

Variety Club News

MIAMI—Victor Levine, attorney, s been elected chief barker of the ami Variety Club for 1959, suc- eding Luther Evans. He will be isted by Carl Gardner and Sammy alsh. The club sponsors the Variety ildren's Hospital.

△

LAS VEGAS—Harry Farnow is the w chief barker for Variety Club, nt No. 39. His chief aides will be rman Keller and Harry White. Bill well is dough guy and Dave Eisen- rg property master. Induction will held in January.

△

ALBANY, N. Y.—Variety Club of is city has scheduled for Dec. 13 its nual "kickoff dinner" to finance the mp Thatcher project. A goal of 1,000 has been set as the amount be raised by public and private licitation. Jules Perlmutter is chair- n of the dinner committee, with ief barker Samuel Rosenblatt serv- g as ex-officio.

'wo New Theatres cquired by Adamson

Special to THE DAILY

PORTLAND, Ore., Nov. 13. — A. . Adamson, operator of a chain of eatres in Corvallis and Albany, Ore., d Vancouver, Wash., announced e leasing of both the Kiggins and astle Theatres in Vancouver from the C. Kiggins estate. This brings the tal of Adamson's operations to 15 the two states.

Francis Bakke will manage both of e new houses in Vancouver, under new policy. Carl Miller, manager of e Kiggins for Fox-Evergreen and a teran of more than 20 years in the dustry, joins Lewis Lane at the ollywood Theatre in Portland.

evin Buys Building

CLEVELAND, Nov. 13. — The ve-story Warner Building at 2300 ayne Ave., built in 1930, has been ld by Warners to Albert Levin, local torney who has acquired consider- le business property. Details of the ansaction are not immediately avail- le nor is it known what disposition the property is planned by the w owner. The Warner exchange oc- pies part of the second floor. Local 0 I.A.T.S.E. recently moved into e fifth floor space and States Film ervice uses the main floor shipping ea.

Honor Moss, Chadwick

Over 100 members of Local H-63, ATSE, attended a testimonial lun- heon yesterday for Russell Moss, ex- cutive vice-president, and Harold hadwick, business agent of the local. he luncheon was held at Ronnie's teak House.

Present Annual Variety Club Award

George W. Eby, left, Variety International Chief Barker, presents the Humanitarian Award to Ambassador William G. Grewe for delivery to its recipient Chancellor Konrad Adenauer, of the Federal Republic of Germany. At right is Nathan D. Golden, Variety International Heart chairman.

FIDO Won't Appoint Chief Exec. Officer

From THE DAILY Bureau

LONDON, Nov. 11 (By Air Mail). —The board of FIDO (Film Industry Defence Organisation) has decided against the appointment of a chief executive officer. It was previously considered that such an appointment was required in order to provide the board with an executive who would conduct the important negotiations with which FIDO will be concerned, namely, the acquisition of the television rights of any British film made available to the British networks.

Sub-committee Favored

After further consideration, however, the board takes the view that these negotiations might very well be handled by a sub-committee consisting of Lord Archibald, chairman of the Federation of British Film Makers; Arthur Watkins, president of the British Film Producers Association; E. J. Hinge, president of the Cinematograph Exhibitors Association; J. D. Richards, vice-president of the Cinematograph Exhibitors Association; M. J. Frankovich, managing director of Columbia Pictures Corporation; J. F. Pattinson, managing director of Twentieth Century-Fox Film Co.

The board is now advertising the post of secretary and administrative officer.

Reopen in Ashland

PHILADELPHIA, Nov. 13. — The Roxy in suburban Ashland, Pa., reopened under management of Roxy Associates with Tri-States Buying and Booking here handling the servicing.

Theatre Is Sold

MEMPHIS, Tenn., Nov 13.— Paul Jerella and Joe Maceri have sold the Joy Theatre property to the Teamsters Community Building Association for $25,000, it was learned.

Gary Theatre, Boston Books 'Sleeping Beauty'

Special to THE DAILY

BOSTON, Nov. 13. — Walt Disney's "Sleeping Beauty" will have its area premiere at the Gary Theatre here Feb. 12. Picture will be screened in the Technirama-70 process with utilization of six-channel sound, including auditorium speakers.

Performances will be on a continuous basis with children under 12 admitted at half price.

Ad Promotes 'Exodus'

The book-film campaign for Leon Uris' best-seller, "Exodus," was promoted yesterday with a full page ad on the back page of New York Times. The book, which has been acquired by Otto Preminger to be filmed for United Artists release, has been on the best-seller lists for the past five weeks, moving into eighth position over the weekend. Uris is currently adapting his novel for the screen.

Gable for 'Naples'

HOLLYWOOD, Nov. 13. — Clark Gable will star in "Bay of Naples," next Shavelson-Rose production for Paramount, which will be filmed entirely in Italy next year. The romantic comedy will be the first of Paramount's two-picture deal made with Gable last September. The second production, unselected, will be made also in 1960.

Award for Miss Wright

The General Federation of Women's Clubs of America motion picture chairman, Mrs. Dean Grey Edwards, will present a special commendation to Teresa Wright in New York today for her performance in Universal-International's "The Restless Years." Jody McCrea, who has a co-starring role in the picture, will be present when Mrs. Edwards delivers her commendation to Miss Wright.

PEOPLE

Leo Yassenoff, operator of indoor and outdoor theatres in Ohio, has been named "Citizen of the Year" by Omega Psi Phi fraternity, Mu Iota chapter, Columbus, for his "unselfish devotion of time" to religious groups of every faith and to "countless numbers" of charitable enterprises.

□

"Sugar" Hart, former professional boxer, has turned theatre manager and has been named to that capacity at the Strand, Philadelphia.

□

Mrs. Louis Bramblett, of the Wil-Kin Theatre Supply Co., Atlanta, has been presented an award by the Georgia Society for Crippled Children and Adults in recognition of her work in the Easter Seal drive.

□

Charles Dillon, veteran stage hand at Loew's Ohio Theatre, Columbus, on Nov. 6 celebrated his 75th birthday and the 55th anniversary of his start in show business.

□

Gene Grengs, operator of the Hollywood Theatre, Eau Claire, Wisc., has obtained membership in Theatre Owners of America.

□

Jerry Knight, operator of four houses in the Columbus, O., area has taken over operation of the Rivoli, 800-seat West Side neighborhood theatre. He has redecorated and installed a new wide screen.

□

Jack Level, for many years with RKO and an industry veteran of long standing until his recent retirement, has parlayed a hobby into an interesting avocation. For years he has been developing a splendid collection of golf rarities. He was on a recent Monitor Sports interview, discussing his collection and another pursuit, sports of the presidents, which is now under consideration for a TV series.

□

Jack Gould, radio and television critic of the N. Y. Times, will address the local chapter of American Women in Radio and Television at a luncheon meeting at the N. Y. University Club on Monday.

□

Franees Levin, secretary to Universal's top distribution executives for the past 21 years, and last with Alfred Daff, who resigned as executive vice-president recently, will leave the company on Nov. 21.

□

Connie Dreher, a veteran of the industry in the Southwest, has joined Cameo Pictures in Dallas as head booker.

□

John H. Harris, one of the original members of Variety Clubs International and head of Harris Amusement Companies, Pittsburgh, was honored there as the "Fall Guy" of the Humpty Tent, Saints and Sinners. Proceeds went to the Children's Hospital.

VOTED No.1 in a World-Wide Poll of Theatre Executive

* 1957-58 LAUREL AWARD WINNERS:

No. 1

Topliner
MALE
STARS

1. ROCK HUDSON

UNIVERSAL-INTERNATIONAL STUDIO
Proudly Announce TH
ROCK HUDSON
in an Origin
"PILLOW
Produced by ROSS HUNTER

nducted by **MOTION PICTURE EXHIBITOR***

957-58 LAUREL AWARD WINNERS:

1. DORIS DAY

No. 1

Topliner

FEMALE STARS

d ARWIN PRODUCTIONS

-STARRING OF

☆ DORIS DAY

mantic Comedy

TALK"

MARTIN MELCHER

PRODUCTION TO START IN DECEMBER

Universal International®

Md. Verdict

(*Continued from page* 1)

Theatre Corp., operator of the Villa Theatre. Charging a violation of the anti-trust laws, Orbo asked $220,000 trebled damages and complained that eight distributors conspired to give downtown Washington theatres "an absolute minimum" of 20 days clearance before permitting the Villa to play any motion picture. The Villa maintained that this period was unjustified, since it was not in competition with the downtown first-run theatres. The suit was dismissed in the lower court and the Court of Appeals upheld the decision. The Appellate court said it had examined the lower court records and "found no reason to disturb the trial court's ruling."

Seven Defendants

Defendants were Loew's, 20th Century-Fox, United Artists, RKO, Paramount, Warner Brothers, Universal and Columbia.

Stevenson Speaker

(*Continued from page* 1)

dorf-Astoria Hotel on Nov. 24, was announced by William J. Heineman and Max E. Youngstein, co-chairmen for the dinner.

Warners Similarly Honored

Benjamin chairman of the board of United Artists and Krim president of the company will receive the first multiple Pioneer Award since the Warner Brothers were similarly honored some years ago. The Nov. 24 dinner also will mark the induction of some 36 new members.

Craddock Dies

(*Continued from page* 1)

general sales manager of Rank Film Distributors of America.

Native of Little Rock

Born in Little Rock, Ark., Craddock, Sr., spent 24 years with Universal at film exchanges in Seattle, Portland, Indianapolis and New York. He was also with Eagle Lion in Dallas and Minneapolis before joining UA in 1951.

Other survivors include his wife, one daughter, and four grandchildren.

Compo Ad

(*Continued from page* 1)

Those Old Friends—Straws In The Wind," the ad says in part:

"The New York Journal-American received more than 8,000 letters in five days following publication of an editorial and a piece by Robert Peterson praising New York theatre owners for making special arrangements at neighborhood theatres for people over 60 who join the theatres' Golden Age Clubs. The theatres themselves have been swamped with inquiries. So it's not only teenagers that like the movies. And the incident proves something else: that newspaper coverage of movies appeals to older people, as well as youngsters.

REVIEW:

The Man Inside

Warwick-Columbia—CinemaScope

THE PURSUIT OF an amateur diamond thief with a pathological urge to keep the stolen $700,000 Tyrahna Blue diamond goes by plane and train from New York, to Lisbon, to Madrid, to Paris and to London, with murders and a budding romance on the way. It's actionful, with occasional comedy relief, in colorful surroundings, photographed in Technicolor and CinemaScope.

Name values are top: Jack Palance; Anita Ekberg, the Scandinavian girl with the well-rounded figure; and Nigel Patrick have the principal roles.

Palance is a detective hired by an insurance firm to get the diamond before international jewel thieves can seize it. His devotion to duty falters from time to time as Miss Ekberg exercises her charms in gay restaurants, hotels and on trains. Palance has a serious way of making himself impressive. Nigel Patrick, who has the role of an accountant who murders the head of the jewelry firm to steal the diamond, which has become an obsession to him, goes through a series of disguises with insouciance. Among other things, he is required to do tricks of magic with the usual rabbit and other accessories. He also does tricks with golf balls. The diamond is in one of these.

Anthony Newley, as a Madrid taxi driver, is one of the outstanding members of the cast. He plays both sides—pursuer and pursued—at first by helping the detective and then a pair of international diamond thieves. His gestures, his way of looking at women, his quick wit and facial expressions furnish all the comedy.

The swiftly moving series of adventures ends on the platform of a London railroad station when Palance discovers he has the hollow golf ball, but not the diamond. Miss Ekberg suddenly comes out of the crowd and hands the stone to Palance.

It is lively entertainment and should be a strong attraction in any first run, big or small.

Running time, 90 minutes. General classification. Release, in December.

JAMES M. JERAULD

To Demolish Famed Theatre in Charlotte

Special to THE DAILY

CHARLOTTE, N. C., Nov. 13.—The Old Broadway Theatre, where some of Hollywood's brightest stars danced and sang in vaudeville acts before turning to the screen, is coming down. The once plush theatre on South Tryon Street is being demolished to clear the ground for an office building.

Of Outstanding Beauty

The theatre, built in the early Twenties, was originally a vaudeville house and was regarded as one of the most beautiful theatres in the South. For the past few years, however, it has served only as a hall for uptown religious meetings and other gatherings.

Among the Hollywood stars who once performed there were Mae Clarke and James Cagney, who made his last vaudeville appearance in Charlotte before going to Hollywood fame.

Hacker & Co. Expands

Ernest Nives, Howard T. Pachner, Jerome F. Dvorak and Eli Post have joined the staff of Samuel Hacker & Co., CPA firm specializing in the motion picture and television fields. All four men have had extensive experience in the film industry.

Paramount Earnings

(*Continued from page* 1)

ducting applicable income taxes, on liquidation of investments in English theatre companies, etc. In the like period of 1957 the total consolidated net income amounted to the aforementioned $1,878,000.

With respect to the first nine months of 1958 the total consolidated net income was $14,469,000. This income included net profit of $10,662,000 after deducting applicable income taxes, representing installment sale of films and profit on liquidation of investments, etc. Comparative earnings for the same period in 1957 which included no special items, were estimated at $4,237,000.

The board of directors of Paramount yesterday voted a quarterly dividend of 50 cents per share on the common stock payable Dec. 22 to holders of record Dec. 5.

'Emergo' Slated

(*Continued from page* 1)

tion with the release of his new film, "House on Haunted Hill," for Allied Artists. Castle previewed the picture Wednesday at the Academy Theatre in Los Angeles for a group of Southern California exhibitors and Allied Artists executives, including the board of directors of the film company. Reception of the new film and Emergo was most enthusiastic, Castle said.

Four 'Mardi' Stars W Attend Premiere Here

The four top stars of Jerry Wal "Mardi Gras," Pat Boone, Christ Carere, Sheree North and Gary Cr by, will make personal appearan at the gala "Mardi Gras on Bro way," highlight of the lavish previ premiere of the 20th Century-Fox lease at the Paramount Theatre h Monday.

The picture's stars will ride flo in a spectacular parade, inspired the annual New Orleans celebrati Heading the parade will be Ba berger's famous King Neptune pres tation, upon which Miss Carere ride. The float is the annual highli of Bamberger's Thanksgiving L parade. In keeping with the "Ma Gras" theme, the Paramount will gaily decorated in a carnival mo

'U' Promoting 3 Film With Star Appearance

Personal appearance tours, wh Universal-International has used w great success in launching its product, again are high on the co pany's promotional activity agen according to David A. Lipton, vi president.

Three of U-I top personalities hit the road this week on behalf as many pictures. Starting in El Pa Sandra Dee will make a two-w tour of 11 Texas cities in connect with the Texas saturation opening "The Restless Years." Linda Cri will open a two-week eastern tour New York for advance promotion publicity on "The Perfect Furloug in which she stars with Tony Cu and Janet Leigh. Douglas Sirk will to New York to aid in launching promotion campaign on "Imitation Life," which he directed.

AB-PT Business

(*Continued from page* 1)

calibre of motion pictures." He lis many "top attractions" scheduled release, many of which are ta from best-selling novels and plays.

Estimated consolidated earnings, cluding capital gains, for the first n months of this year were $4,392,0 or $1 a share compared with $4,08 000 or 92 cents a share in 1957. E mated net operating profit for t third quarter of 1958 was $1,100,0 or 25 cents a share compared w $1,333,000 or 30 cents a share in t like period of 1957.

In the third quarter, seasonally sl in the broadcasting industry, resu for ABC compared favorably with t same period of last year, Goldens said. The ABC Television Netwo he added is showing improveme over last year with the start of t new 1958-59 television season in C tober. Gross time billings refl greater expenditures by advertise and audiences continue to increas

Am-Par Record Corp., within t three short years it has been in o eration, now ranks among the t ten of more than 500 companies t release records on a regular ba Goldenson said.

nited Front

(*Continued from page* 1)

session agree with Skouras that best chance of success lies in the ignation of an informal group rep- enting all phases of organized and organized exhibition and authorized act and speak for theatre owners specific matters and within well- ned areas.

o catalogue and define these sub- s and areas will require a follow- meeting, or several of them, of ignated exhibitor representatives, umber of the visiting exhibitors eve.

Joint Meeting Likely

f and when agreement is reached all such preliminaries an effort ld be made to arrange a joint ting with production-distribution lers to discuss mutual problems attempt to arrive at solutions. sumably, such problems would not limited to trade practices but ht, as well, include government ters, such as taxation, guaranteed s, legislation of many varieties, co- ration with government on any t, pressure groups, outside com- itive factors and the like.

Whether a joint meeting could be nged appears to be in doubt in- uch as some companies have pub- y expressed unwillingness for legal business reasons to meet with petitors and customers simultane- ly. The same companies, however, e expressed willingness to meet h exhibition separately.

Spoke at Two Conventions

kouras outlined problems of both ibition, on the one hand, and pro- tion-distribution, on the other, and suggested program for bettering le conditions, in talks to the an- l conventions of both Allied and A several weeks ago. These led an Allied resolution and numerous formal urgings to Skouras to ar- ge a meeting for discussion of in- try problems and means of solving m.

The plan for today's meeting in- des a welcoming address by Skou- with an outline of what the meet- might seek to accomplish. There- er, Skouras plans to turn the ses- n over to the exhibitors who will ect a chairman from the floor and ceed with the business of the eting.

Skouras has arranged for luncheon be served to the conferees in the npany's offices so that the meeting continue into the afternoon with- undue delay.

TOA and Allied Active

TOA began preliminary conferences e on Wednesday, while Allied dele- es were in session throughout yes- day. In the TOA delegation are: orge Kerasotes, president; Ernest llings, board president; Albert kus, executive committee chair- n; Si H. Fabian, treasurer; Walter ade, Jr., Mitchell Wolfson, Myron nk, M. A. Lightman, Sr., James ston, Harold Field, Myer Schine and Richard Schine, Sidney Markley, Sam Pinanski, Edward Hyman and Herman Levy.

Allied's delegates include Abram Myers, chairman; Horace Adams, president; Wilbur Snaper, Irving Dollinger, Sidney Stern, Jack Kirsch, Ben Marcus, Nathan Yamins, Julius Gordon, Ed Lider, Trueman Rembusch and Rube Shor.

At today's meeting, representatives of Metropolitan M. P. Theatres Assn., Independent T. O. Assn. of N. Y., Southern California T.O.A., and numerous exhibitors without affiliation will be present.

REVIEW:

The Mugger

Barbizon-United Artists

HARTFORD, Nov. 13

This Barbizon production presented by Helprin-Crown, under the UA banner, is a compact enough melodrama. Kent Smith is seen as a police psychiatrist who copes with the admittedly complex task of finding a mugger obsessed with the need to seek out lonely women and proceed to wreak havoc from that point. His identifying action is face-slashing.

The clues that eventually lead to James Franciscus, taxi-driver, build methodically, development shown either through action or dialogue in the Henry Kane screenplay, as based on the Ed McBain novel. William Berke functioned as both producer and director.

Smith's fiancee, Nan Martin, a policewoman no less, aids and abets the psychiatrist in the unraveling of multifaceted clues, false testimony, hysterical clamor and the like. By way of promotional assistance, it would be noted that footage was shot on New York streets. Subject matter relegates this film to adult-viewing status.

Running time, 74 minutes. Adult classification. Release, in November.

A. M. W.

Revised Classifications For 'Editing' Awards

From THE DAILY Bureau

HOLLYWOOD, Nov. 13. — Nominees for 1958 "best editing" awards of American Cinema Editors in theatrical and television categories, were disclosed today by George Amy, Ace president.

The winners, to be announced Dec. 2 at the Fifth Annual Critics Awards Party in Romanoff's, will find the following classifications affording greater opportunity for recognition this year.

For theatrical awards winners will be chosen for dramatic feature, comedy feature, documentary feature and musical feature. In the television division awards will be made for single episodes in the dramatic comedy, documentary and western class.

Reopens on 3-Day Basis

ALBANY, N. Y., Nov. 13. — The Uptown Theatre in Rensselaer, N.Y. has been reopened on a Friday-Saturday-Sunday schedule, under the management of Robert Shattuck.

Television Today

Gross-Krasne-Sillerman Expands Its Sales Staff

Gross-Krasne-Sillerman, Inc. (GKS), TV film producer and distributors, has added six account executives to its staff, Michael Sillerman, president, announced.

Those joining the GKS sales staff are Leonard Gruenberg and Lynn Phillips, both of whom will be on the national and regional sales staff; Lynn Wood Hall, who has been assigned to the national spot sales staff. He was formerly national sales representative for WCAU-TV, Philadelphia.

Jeff Davids and Lester Loeb, both of whom resigned from Ziv TV, who are now on the GKS syndication staff, under Mel Schlank, vice-president for sales. Gil M. Meyer, formerly with the CBS TV film department, who has been appointed GKS sales service manager. Gruenberg was formerly metropolitan division manager of RKO Radio Pictures; Phillips was formerly with NBC-TV.

SAG to Aid AFTRA

(*Continued from page* 1)

by the American Federation of Television and Radio Artists, no SAG member will be permitted to accept work as a performer at any station or network affected by the strike.

Common Purposes Stressed

Despite the current jurisdictional difference with AFTRA in the field of videotape, SAG president Leon Ames stated "the guild as a leader in the professional trade union movement and its members will support AFTRA in any legitimate strike."

CBS Agress to Sell Station in Hartford

Columbia Broadcasting System, has agreed to sell WHCT, CBS owned television station in Hartford, to Edward D. Taddei, it was announced yesterday by Merle S. Jones, president, CBS Television Stations Division. Taddei is general manager of WNHC-AM-TV, New Haven.

The purchase price is $250,000 and the sale is subject to the approval of the FCC. Application for the transfer of the station is being submitted to FCC.

Plant Leaves ITC

Walt Plant, eastern division manager for Independent Television Corp. (ITC) and previously eastern division vice-president of Television Programs of America (TPA), has announced his resignation from ITC, effective immediately. ITC recently acquired TPA. Plant said he is opening his own production offices in Hollywood and that his first program series will be a new dramatic series entitled "Tundra."

U.K. Film Producers In New TV Company

From THE DAILY Bureau

LONDON, Nov. 11 (By Air Mail).—Film producer Betty Box, William MacQuitty and Sir Laurence Olivier are among the directors of a new commercial TV company appointed to provide programmes for the Independent Television Authority (ITA) in Northern Ireland.

Announcing this the ITA stated that the group will be controlled by a group of Irish businessmen under the chairmanship of Lord Antrim. The company will have its headquarters in Belfast and it is planned to begin transmissions at the end of next year.

Aims at 95% Coverage

The company will relay the main commercial television programmes from England and 15 per cent local material. The programmes, to be transmitted from a new station to be built at Black Mountain, Nr. Belfast, will bring another million people within reach of commercial TV in Britain. The ITA aims to bring its service to 95 per cent of the population by 1960 —five years from the outset of commercial TV transmissions.

Buys Rights to Benny Satire on 'Gaslight'

The license to satirize the M-G-M film, "Gaslight," and all the rights to the controversial Jack Benny telefilm satirizing it, have been purchased by J & M Productions, Inc. Irving Fein, president of J & M, said the purchases will clear the way to a television broadcast in the next month or two of the satire which was the basis of a precedent-setting 4-to-4 U.S. Supreme Court decision earlier this year.

J & M, the company which produces all "live" and film "Jack Benny Programs" on the CBS Television Network, bought a seven-year license to satirize the film from Metro, as well as seven-year rights to satirize the play from author Patrick Hamilton, who resides in England. At the same time, J & M has obtained complete rights to the half-hour film comedy satirizing "Gaslight," which was made some years ago by the CBS Television Network as a Jack Benny episode. It has never been on TV.

Starring with Benny in the film, for which an air date will be announced shortly, are Barbara Stanwyck, Bob Crosby, Eddie "Rochester" Anderson and Don Wilson.

Starr Joins WABC

Martin Starr, Broadway and Hollywood reporter, will join WABC-Radio Monday, it was announced by Ben Hoberman, general manager. The "Martin Starr Show" will be heard Monday through Saturday at 11:15-11:30 P.M.

Catholic Alumnae Unit Slates Film Session

Special to THE DAILY

ALBANY, N. Y., Nov. 13. — The State Convention of the International Federation of Catholic Alumnae, to be held Saturday at the Academy of the Holy Name, will have an afternoon program devoted to the Department of Motion Pictures and to I.F.C.A. work in international relations. For the film session, Mrs. James Looram, international chairman of motion pictures in charge of the reviewing committee at the Legion of Decency office in New York, and the Rev. Thomas H. Kay, Albany Diocese Legion of Decency director, will be the speakers. Father Kay is also pastor of St. John's Church here.

Open to the Public

This meeting, over which Miss Mary Meany, of Albany, co-chairman of the convention committee and I.F.C.A. State chairman of Motion Pictures, will preside, is open to the public. The committee announced that "motion picture exhibitors of the area are especially invited, as well as members of organizations who have worked on I.F.C.A. Legion of Decency programs."

Testimonial Dinner For Joe Carrolo Set

Special to THE DAILY

PROVIDENCE, R. I., Nov. 13.— A testimonial dinner honoring "Uncle Joe" Carrolo on his 60th anniversary in the amusement industry will be held Sunday, Nov. 23, at Rhodes-on-the Pawtuxet, Cranston, R. I. Sponsored by his friends, the committee is made up of Mrs. Imogene Melim (his former manager at the Midway Theatre, Oakland Beach, R. I.), Joseph Muratore, Ed Phillips and Meyer Stanzler, an exhibitor colleague.

The honorary committee has a list of 50 names, with the following in the motion picture industry: Edward M. Fay, Carl Goldman, Arthur Howard, William Koster, Fred Markey and Al Siner. For many years Carrolo operated the Midway Theatre situated near his Oakland Beach Amusement Park but was forced to close the doors a few years ago. His Park is still in operation.

Sues RKO Teleradio

A suit was filed in Federal Court here yesterday by Brad Simpson, film writer - producer - director, against RKO Teleradio Pictures charging the latter with breach of an oral agreement to produce a film based on the life of General (Ret.) Robert L. Scott, Jr. Simpson claims he would have realized $250,000 from the film and asks for that amount in settlement.

Remodel Ga. Drive-in

FAYETTEVILLE, Ga., Nov. 13.— The 85 Drive-in Theatre here is undergoing a complete remodeling. Oscar Kilgo is owner.

Exhibitors Are Urged to Act on Unificatio

(*Continued from page* 1)

ures, including chief executives of major companies, among them Spyros P. Skouras, president of 20th Century-Fox, who is the sponsor of the national exhibitor meeting at his company's offices today.

Among other top executives present were Joseph R. Vogel, president of Loew's; Benj. Kalmenson, executive vice-president of Warner Bros.; Max E. Youngstein, vice-president of United Artists; Si H. Fabian, president of Stanley Warner, and Samuel Rosen, executive vice-president; Leopold Friedman, president of Loew's Theatres; Max A. Cohen, vice-president of Independent Theatre Owners Association of N. Y.; Emanuel Frisch and Samuel Rinzler of Randforce Theatres; Russell Downing, president of Radio City Music Hall, and many others.

Favors Single Organization

Saying that heretofore a united exhibitor front has been attained only in times of emergency and for the duration of the emergency, Schwartz voiced the hope that exhibitors who customarily ride the coattails of those who belong to and pay dues to exhibitor organizations would themselves join an organization. Continuing, he said he hopes that in time there will be a single exhibitor organization in New York, and that eventually all organizations will be able to get together, forming one, strong group with a single, authoritative voice.

Schwartz recalled that on one occasion New York exhibitors, interested in some legislative matter, went to Albany to consult the then Governor Thomas E. Dewey, the theatre owners' group comprising representatives of both MMPTA and ITOA.

'Embarrassed' by Gov. Dewey

"I was embarrassed," Schwartz said, "when the Governor inquired, in wonderment, whether the exhibitors of New York City required two trade associations to speak for them."

"We should devote our efforts in a united organization," Schwartz continued, "to the single objective of the betterment and progress of our business."

"This is not too difficult to accomplish. It is going to take some leadership, some statesmanship and the elimination of personality problems. This organization could stand alongside the Motion Picture Association which, in fact, is the one segment of our industry which is firmly united."

Pledging his best efforts to MMPTA members during his administration, Schwartz expressed the hope that "before another installation (of MMPTA officers) rolls around we may see the accomplishment of some of the things I have mentioned today."

High Praise for Compo

Schwartz complimented Compo for doing "a tremendous job under some very adverse conditions. Here again," he said, "a lot of people have been ready to take the benefits but were not ready to pay the price of admission."

He expressed regret that the all-industry business-building program had not materialized. He termed it "a great opportunity" for exhibitors to help themselves and said it might have been a different story if exhibitors were united.

Frisch, acting as toastmaster, enumerated areas of work and accomplishments of MMPTA, all outside the field of trade practices. They included a score or more of legislative, regulatory, tax, public relations and public safety measures in both state and metropolitan fields.

Scroll to Strausberg

Frisch presented a scroll to Solomon A. Strausberg, retiring president of MMPTA on behalf of the organization's membership. In his acknowledgement, Strausberg praised the loyalty and cooperation of MMPTA members during his administration, and as their spokesman pledged their continuance to Schwartz.

The outgoing president also lauded the services of MMPTA's executive director, D. John Phillips.

Skouras, called upon for some brief remarks, jocularly suggested as an organizational activity for MMPTA the "development of something to interfere with television signals everywhere."

Youngstein, recently returned from a European trip that included a vi to Moscow, interposed: "The Russia already have done that."

Turning serious, Skouras mention the need for bringing "law and ord to exhibition" and of the urgency trying to help save the busine "Without theatres," he remind "there can be no motion picture i dustry."

Continuing briefly on that then Skouras caught himself up with smile, saying, "I mustn't repeat m self. I'm going to make this spee tomorrow," referring to the natio exhibitor conference at the 20th-F home office today.

Cohen Speaks for Brandt

Max Cohen, representing the aili Harry Brandt, ITOA president, a called upon for some remarks, look about him and said, "If the desti of this industry was left to the peo here, we could write a better, heal ier chapter for it without dissensi Everyone in this room," he said, "h contributed something to the bett ment of the industry."

Cohen spoke of the cooperati that has prevailed between MMP and ITOA, and also commended t industry press for its contributi to industry betterment.

Robert W. Coyne, Compo spec counsel, praised Schwartz's abilit and termed his election as presid of MMPTA "eminently logical a correct." Schwartz's ability to funct effectively under all conditions is tested by the fact that he works w a board of directors comprised members entirely from outside t industry, Coyne said, referring to L Industries, the parent of RKO Th tres. "Schwartz takes his work se ously, but not himself," Coyne sa

Youngstein Stresses 'Partnership'

Youngstein also commend Schwartz's qualifications.

"The three branches of the ind try," he declared, "are partners, gardless of any law or decree. No c branch can prosper unless the oth prosper. A requisite for the next f turbulent years, and they will turbulent, will be love and resp for the industry as a whole. That Schwartz possesses."

He loves this industry, and especially his part of it — exhibition — and theatre owners should, he feels, stop promoting th selves and their causes and pull together in one really representative national organization. Sol A. Schwartz, is shown abo pledging the "best that's in me" after being installed as president of the Metropolitan Motion Picture Theatre Owners. Wh him here, Leslie Schwartz, Max Youngstein, Max A. Cohen, Emanuel Frisch, Sol Strausberg, Joseph Vogel, Sam Rinzler, Sam Ros Si Fabian.

[*M. P. DAILY pictu*

All the News That s News

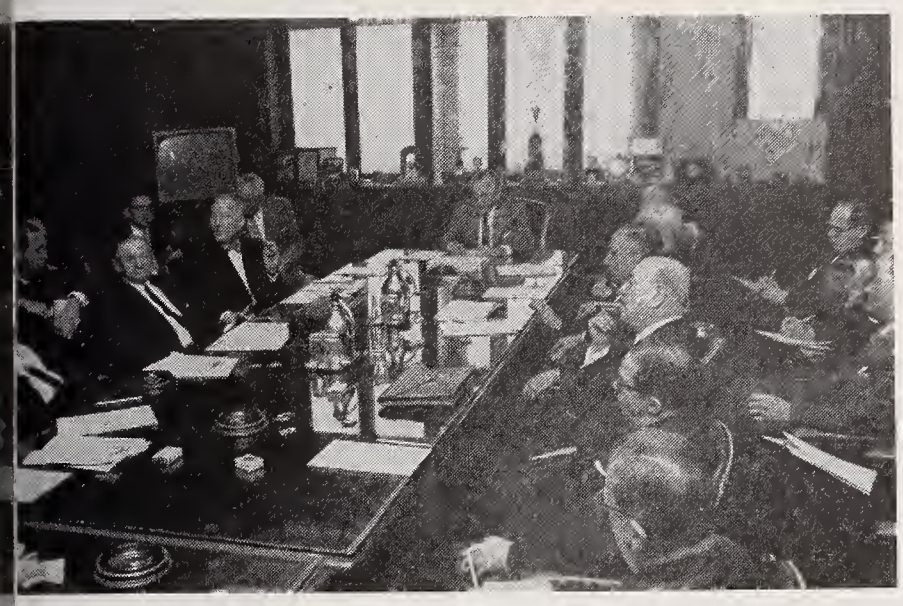
MOTION PICTURE DAILY

Concise and to the Point

. 84, NO. 95 NEW YORK, U.S.A., MONDAY, NOVEMBER 17, 1958 TEN CENTS

XHIBITION UNITES TO FORM ORGANIZATION

merican Congress of Exhibitors Is Established



Spyros Skouras, right, and the men he collected, cajoled, prodded into action which is unique, certainly historic: the committee, above, as it began working.

[seen exclusively here and on page 3 by M. P. Daily camera]

Designate 26-Man Executive Committee Which Names Temporary Chairman for Setting Up ACE As Permanent Body

By SHERWIN KANE

American exhibition took a giant step toward realization of the long-sought and never before realized united front of theatre owners with the formation on Friday of the American Congress of Exhibitors.

At an all-day meeting convened under the sponsorship of Spyros P. Skouras, 20th Century-Fox president, at his company's home office Little Theatre, approximately 110 exhibitor leaders from all parts of the country and representing both organized and unorganized exhibition, agreement was reached on the designation of a working committee of 26 members to complete the organization of ACE, agree on matters to be acted upon and appoint and assign subcommittees to individual subjects.

The new organization, ACE, will not replace any existing exhibitor organization. It will, instead, be the medium through which American ex-

(*Continued on page 2*)

ACE Statement of Purposes Draws Parallel To MPAA; Resolution Praises Skouras

A statement issued at the conclusion of the closed meeting of the committee of 26 formed to finalize the organization of the American Congress of Exhibitors said, "The purpose of this organization is to establish a single organization that will act for exhibition in a manner parallel to the way the Motion Picture Association of America, headed by Eric A. Johnston, speaks for production and distribution.

"Forming the American Congress of Exhibitors affords the opportunity to America's exhibitors—all of them—to cure some of the industry's ills and to achieve the highest level of motion picture entertainment in the industry's history.

"Every exhibitor automatically is a member of ACE. Theatre operators will be called upon to serve on subcommittees which will be formed to probe more deeply into each point of the agenda now in preparation. Each member has the right to speak and therefore the opportunity and obligation to work."

The first resolution adopted by ACE, voted unanimously at the close of the meeting, expressed "profound appreciation" to Spyros Skouras for his leadership and "open-handed, unselfish, sincere concern" for the industry.

Herald Merchandising Meet Gets Underway Here Today

Executives of circuits representing more than 1,500 theatres will gather here this morning at the M-G-M home office screening room in the first of a three-day series of conferences on product merchandising sponsored by Motion Picture Herald. The executives will be welcomed by Martin Quigley, Jr. and then see M-G-M's "tom thumb," following which they will discuss and analyze the film from a merchandising point of view.

Following luncheon at the Astor Hotel, the participants will see Rank's "A Night to Remember" and hold a similar discussion on it in the afternoon. In the evening they will attend the opening of 20th-Fox's "Mardi Gras" at the Paramount Theatre and then a midnight screening of Universal's "The Perfect Furlough" at the Paris Theatre.

U to Papers, ANPA: A-Rejection 'Arbitrary'

nited Artists has wired vigorous rests to the American Newspaper ublishers Association and to the adeising managers of Chicago's four la y newspapers over rejection of the pany's ads announcing the openn of "Anna Lucasta" in Chicago r Nov. 26.

he telegrams were sent by Roger H Lewis, UA national director of ertising-publicity, who described h rejection as an "arbitrary action wch constitutes censorship of the st kind."

he wires were addressed to W.C.

(*Continued on page 6*)

Arthur Krim to Wed Dr. Mathilde Danon

Dr. and Mrs. Eugene Galland of Geneva, Switzerland, have announced plans for the marriage of their daughter Dr. Mathilde Danon, to Arthur B Krim, president of United Artists.

Dr. Danon is a graduate of the University of Geneva, where she received her doctorate in biological science. She is now a member of the scientific staff of the Weizmann Institute of Rehovoth, Israel. Wedding will take place here Dec. 7.

PERSONAL MENTION

ERIC JOHNSTON, president of the Motion Picture Association of America, and KENNETH CLARK, vice-president, have arrived in Hollywood from the East for a week of conferences.

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PAUL N. LAZARUS, Jr., vice-president of Columbia Pictures in charge of advertising-publicity, and M. J. FRANKOVICH, vice-president of Columbia International, left Hollywood on Friday, the former returning to New York, the latter to London.

•

LEE MEI, Chinese actress and producer, has arrived in New York from Hong Kong under the sponsorship of the Sino-American Amity Fund.

•

SID BLUMENSTOCK, MPAA coordinator of promotion for the 1959 Academy Awards telecast, left here over the weekend for Hollywood to confer with Academy representatives.

•

ARTHUR GREENBLATT, Allied Artists Southern division manager, has entered St. Joseph's Hospital, Far Rockaway, for minor surgery.

Proposes Conciliation By and For Exhibitors

A conciliation system operated by and for exhibitors, designed to avoid splits within exhibitor ranks which might threaten the new-found united front was suggested by Wlbur Snaper of Allied States at Friday's meeting.

Neutral exhibitors, he suggested, could be called upon to provide their good offices toward the settlement of differences which arise between exhibitors or exhibitor organizations from time to time, and which are of serious proportions.

To Comb Field for Suggestions for ACE

Exhibitors everywhere throughout the country in the next few weeks will be called upon to pass along their ideas and views on activity for the new American Congress of Exhibitors, as a result of suggestions made at the founding meeting Friday.

Members of the committee of 26, ACE's top executive body, will call territorial meetings on their return home and will ask for views of local exhibitors everywhere.

Exhibition Unites to Establish 'Congress

(*Continued from page* 1)

hibitors will speak and act in an effort to settle their most urgent problems, preserve their businesses, and seek to re-win public patronage and strengthen the industry as a whole.

Fabian Temporary Chairman

At its first session, held privately and apart from the general meeting, the committee of 26 named a six-man executive committee with Si H. Fabian, president of Stanley Warner Theatres, temporary chairman, and named these five co-chairmen: Horace Adams, George Kerasotes, Sol A. Schwartz, Max A. Cohen and William Forman. They represent, respectively, Allied States, Theatre Owners of America, Metropolitan Motion Picture Theatres Association, Independent Theatre Owners Association and Southern California Theatres Association.

The executive committee immediately will begin a study of plans to lead to the formulation of an agenda and plan of action to be presented at the next meeting of the 26-man committee on December 12th, to be held in the RKO Theatres' board room.

Will Meet Nov. 22-23

The executive committee declared that it will meet all day Saturday and Sunday, November 22nd and 23rd, in the Stanley Warner Corporation board room to begin its study.

Members of the executive committee of 26 are: Adams, Myron Blank, Abe Blumenfeld, Cohen, Ray Cooper, James Coston, Fabian, Forman, Emanuel Frisch, William Goldman, Julius Gordon, Kerasotes, Jack Kirsch, Ed Lider, Ted Manos, Ben Marcus, Robert J. O'Donnell, Samuel Pinanski, Albert Pickus, Robert Selig, Schwartz, Spyros S. Skouras, Wilbur Snaper, Ernest Stellings, David Wallerstein and Mitchell Wolfson. These were proposed by Skouras to get the organizing work started and were approved by the general meeting.

Both the exccutive committee sessions and the general meeting were marked by complete harmony and earnestness of purpose seldom seen in joint exhibitor gatherings.

Unanimous Regarding Importance

Speaker after speaker stressed the importance and seriousness of the meeting and its aims, declaring without qualification that the future of the industry depends upon the degree of success with which its efforts are met.

No formal plan for a subsequent meeting with distributors and producers was settled upon by the meeting, but the sentiment appeared to be that the power and influence of ACE should in itself assure exhibitor representatives an audience with producers-distributors, with government bodies, legislators and others.

Proposes Temporary Financing for ACE

Temporary financing for the American Congress of Exhibitors would be provided by the contribution of $1,000 each by the five exhibitor organizations which it embraces, if a suggestion made Friday by Mitchell Wolfson, treasurer of Theatre Owners of America, is accepted.

Wolfson pointed out that the organization would need immediate funds for cash disbursements and that, pending the establishment of a permanent organization the need might be met by contributions by Allied, TOA, MMPTA, ITOA and SCTOA.

Skouras made it plain early in the meeting that he did not represent or speak for producers-distributors.

After opening the meeting by welcoming the national exhibitor group, Skouras stated its purposes and offered a suggested agenda of 13 subjects with which the organization could concern itself. These were:

1. Unity of exhibitors.
2. Sale of post-1948 product to television.
3. Toll television.
4. Securing government aid for modernization and erection of new theatres.
5. Prohibition against block booking and problems arising from competitive bidding and single picture selling.
6. Decentralization of first runs; modernization of clearance system.
7. Too fast playoff which finds a picture in too many theatres at the same time in the same community.
8. Exhibitors entering production.
9. Producers entitled to showcases in important situations in order to properly exploit films.
10. Producers should have the right to roadshow and charge advanced admissions for one or two deserving films a year.
11. An industry arbitration system.
12. Need for both production and exhibition to keep up with technical advances.
13. Need for exhibition to encourage producers in the exploitation of new star talent to build box office names for the future.

In a discussion period which followed many additional topics were suggested for inclusion in the agenda, and also elaborations of the above were proposed.

Among a variety of suggestions, all to be distilled by the executive committee, charged with preparing a formal agenda, were changes desired in the industry consent decree; a tus for motion pictures similar to exemption from anti-trust laws corded baseball in order to keep films from television; more effec advertising and other exploitat consumer research; fixing of ad sion prices; withholding of pict from first runs to obtain holiday da modernization of the "archaic" tribution system with resultant nomies applied to film rentals; ta the "Stranglehold" agents have Hollywood to relieve the shortag product; getting exhibitor represe tion on the boards of film compa so that the exhibitor viewpoint have an opportunity to be heard.

'Unity' Theme General

Several speakers stressed that u of the industry, not just of exhibit is the full aim of the moven started on Friday.

Myron Blank reminded in this spect that many of the aims for bettering and strengthening of industry require the aid of product distribution if they are to be reali and that it cannot be expected exhibition can benefit if the o branches are not benefited also.

After opening the meeting, Sko reviewed his talks to the recent Al and TOA conventions on the stat the industry and the need for dra immediate action to revive and tain it. The Allied convention ur Skouras to arrange joint indu meetings to discuss the problems seek solutions. Numerous indivi requests for meetings followed TOA convention talk, with the re that Skouras invited some 140 hibitors to the Friday meeting to plore the possibilities of establis a united front and proceeding f there.

Warns of Decreasing Grosses

In his opening remarks, Sko said the industry knows it ca survive unless the trend of lo grosses from year to year is rever

"Only exhibition," he said, " save this business, because it is theatre which is feeling the effect the present crisis. These effects not felt in Hollywood and no there is suffering. Almost every pe engaged in production is being more than ever before, and tha one of the reasons for our plight.

"Exhibitors do not realize tha

(*Continued on page* 3)

FILM CENTER BLDG.
630 9th Ave., N. Y.
FOR RENT 600-3000 SQ. FT.
CORNER SPACE—23 WINDOWS
NEWMARK & CO.
MR. GURAL OX 5-22

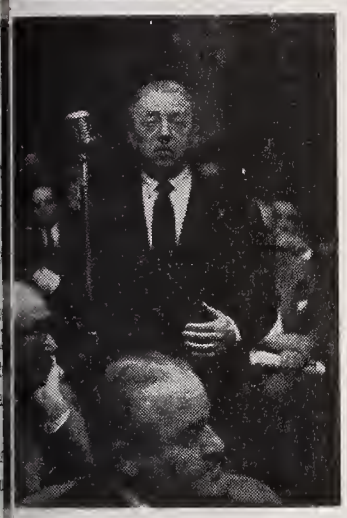
MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Ste, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vin Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Wa ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in e principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefe Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-Pr dent and Treasury; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as sec class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies,

he Congress is formed....

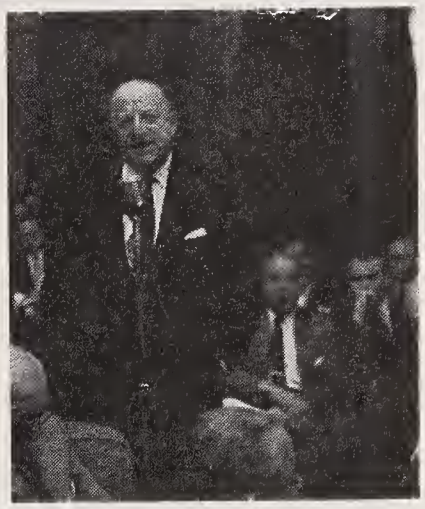
Mr. Skouras, left, and his audience which came from the country over and all classes of theatre ownership, and to whom for more than an hour he related why he called them, what they could do, what he felt they might do. And that he desires deeply that theatres, where he began and of which he spiritually is part, should survive. And they must now act, if ever. Here is the scene, exhibitors responding as friends and as business men.

Sol Schwartz: "I feel ashamed theatre men haven't acted together."

Horace Adams: "we are willing, and let's start now, efficiently."



Brecher: "let us realize and uss why we are here."



Si Fabian, temporary chairman: "as a so-called 'have', I say I'm in the same boat."

...and is "in business"

As the first working committee met: arrayed here are William Goldman, James Coston, Dave Wallerstein, Ted Mann, Jack Kirsch, Myron Blank, Ben Marcus, Mitchell Wolfson.

And, across the table, with Max A. Cohen presiding at the left, Mr. Adams, Ed Lider (background), Ernest Stellings, George Kerasotes, Sam Pinanski, Wilbur Snaper.

[M. P. Daily pictures]

nite on A.C.E.

(*Continued from page 2*)

theatres close all the creative nt in Hollywood will be working television. You are the ones who l suffer and lose most. You are the ple who have huge investments at ke, larger than in any other branch the industry.

International Aspect Stressed

'If the theatres close, it will be a erent kind of motion picture instry. Not the kind that the world come to admire and respect and end upon. No other industry in United States has ever equalled in the international position it occupies and its importance on a world scale to so many people."

Skouras called on Adams to speak first. The Allied president pledged the cooperation of his organization in the formation of "some type of united exhibitor front" and forthwith gave Allied's approval of the committee of 26 proposed by Skouras.

Kerasotes followed with a pledge of TOA's cooperation; as did Forman for SCTOA; Cohen for ITOA, and Schwartz for MMPTA. Schwartz commented that he is "a little ashamed that exhibitors could not get together on their own, and had to depend on a distributor to make the move."

Leo Brecher, New York exhibitor, questioned—largely to stimulate discussion that lagged for the moment—whether worthwhile results could be expected from groups with such divergent interests as as those represented at the meeting. The law of self-preservation, he argued, cannot be repealed easily.

Skouras replied by citing numerous areas in which the problems of all are identical and, therefore, agreements are possible, and the resultant unity valuable.

Cohen urged exhibitors to "forget the past and look to the future," assuring the meeting that its aims can be made to work.

Fabian commended Skouras for opposing the policy of scarcity followed by other distributors, and urged him to provide Hollywood with the same leadership he has afforded exhibition. He said that lines of demarcation between the exhibitors who have, and those who have not, are fast disappearing, and that today all share like problems. He expressed willingness to compromise and cooperate.

Samuel Rinzler commented on the segments of theatre owners who confuse outsiders by each asking for different things. "We don't need different help," he said. "We all need the same thing. You can accomplish something through unity. If you do, you'll stay in business and so will your children."

Lightman Decries Bickering

M. A. Lightman of Memphis warned that the day for bickering is past. Marcus agreed with Fabian that exhibitors problems are identical and require a united front to solve.

THE PICTURE FOR '59

From the Master Motion Picture Maker...
With the Box-Office Cast...
Reuniting the Towering Antagonists of
"The Ten Commandments"...
The Dramatic, Romantic Adventure...
All the Splendor...All the Spectacle!

Cecil B. DeMille
Presents

UL BRYNNER

BLOOM · CHARLES BOYER

in

THE

CCANEER

co-starring

VENS · HENRY HULL · E. G. MARSHALL

also co-starring

RLTON HESTON

as Andrew Jackson

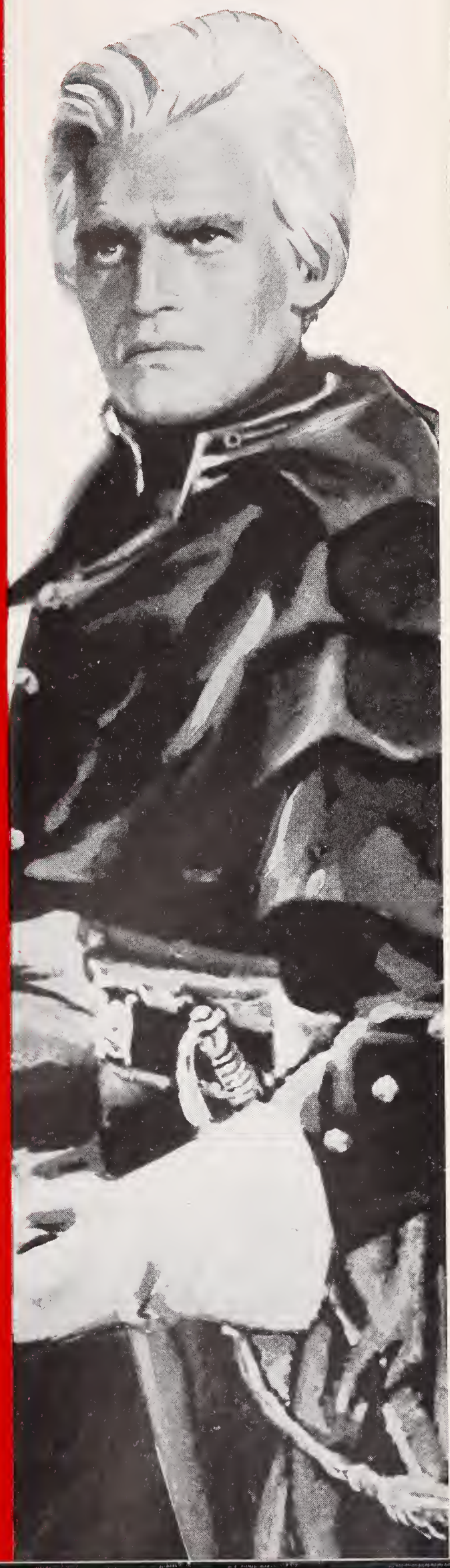
enry Wilcoxon • Directed by Anthony Quinn

ce L. Lasky Jr. and Berenice Mosk · A PARAMOUNT PICTURE

TECHNICOLOR®

VISTAVISION®

RE—DEC. 11! SAENGER THEATRE—NEW ORLEANS
caneer Jean Lafitte and General Andrew Jackson
s vital but little-known chapter in American history!



Expect Distributors to Have Their Inning, Too

The assumption of many exhibitors at the founding meeting of the American Congress of Exhibitors here on Friday was that distributors—and probably producers—in due time will be drawing up their own agenda stating what they would like to see exhibitors do as their contribution to improving industry conditions.

"We will have our catalogue of what we think is wrong and what should be done about it," one said. "It is only fair to expect that before we go into a meeting with distributors and producers, they will have their views to discuss, too."

UA Protests

(*Continued from page* 1)

Kurz of the Chicago Tribune, L. F. Biedermann of the Chicago Daily News, D. A. Preston of the Chicago Sun Times and J. I. Mutti of the Chicago American. Each of these publications had rejected United Artists advertisements announcing the world premiere of "Anna Lucasta."

Points to Code Approval

In his telegrams Lewis pointed out that the ads had been approved under the Advertising Code of the Motion Picture Producers Association prior to submission to any newspaper for publication and requested the advertising managers to indicate exact objections and necessary modifications, adding, "Since picture opens November 26th at Oriental Theatre, possible omission of advertising can cause irreparable damage."

The UA executive then wired D. Tennant Bryan, president of the American Newspaper Publishers Association denouncing the "capricious censorship" by four of its influential members in America's second largest city, pointing out that the ads were turned down in toto without any explanation. The UA executive characterized this arbitrary action as a violation of the ANPA's own dedication to the principles of freedom of the press.

Barred from Nov. 12 Issues

The controversy exploded on Nov. 12 when the four Chicago newspapers rejected ads containing the following copy about "Anna Lucasta."

"Meet Anna—whose father threw her out because she was a tramp . . . Never has the screen given it to you so straight in scenes so great . . . Philip Yordan's Anna Lucasta" a film so naked and real . . . it's even more exciting than the international stage hit . . . Starring Eartha Kitt, Sammy Davis, Jr. as Danny . . . "From stage to screen in One Big Shock. The Blistering story that undresses the Heart of a Tramp! Philip Yordan's Anna Lucasta."

Following rejection of the ads, United Artists submitted a series of advertisements stating: "This newspaper won't print our ads! Why?" Why won't they let us tell you the story of Anna? . . .

These ads also were rejected the following day.

REVIEW:

Mardi Gras

Wald—20th-Fox—CinemaScope

SHOWMAN-PRODUCER Jerry Wald has put together a big, bright and tuneful holiday bonanza for exhibitors in this latest production from his busy 20th-Fox headquarters. The cast is practically a Who's Who of the youthful entertainment world—Pat Boone, Tommy Sands, Gary Crosby, Christine Carere, Sheree North and newcomer Barrie Chase, who has been scoring recently on television. Their vehicle, "Mardi Gras," is holiday fun, literally and figuratively, guaranteed to instill a new vitality in almost any box office.

The story is a lightweight piece of nonsense (and occasional *non sequitur*) having to do with four Virginia Military Institute cadets and their adventures at the New Orleans Mardi Gras with a movie queen, a wise-cracking lady publicist and a strip tease dancer who is studying for her doctorate in philosophy.

Boone, the "serious" cadet, wins a raffle promoted by cadets Crosby and Sands which requires him to go to New Orleans and extend an invitation to the movie queen, Miss Carere, to attend the VMI graduation ball. While he is attending to his duties, Crosby picks up with the star's publicity aid, Miss North, and Sands with the erudite strip teaser, Miss Chase. Complications to the true love of Miss Carere for Boone arise when her studio tries to capitalize on the ensuing publicity. Since they come from different worlds, they agree to disagree, but get back together for the graduation ball fadeout.

The screenplay thus serves principally as a frame for some breezy, military school comedy, some nice location shots of VMI, and a lot of footage of the colorful Mardi Gras itself in CinemaScope and De Luxe Color. Mostly, however, it offers an opportunity for the stars to do that which they do best. Sammy Fain and Paul Francis Webster have contributed a score of eight tunes, highlighted by the ballad, "I'll Remember Tonight," which Boone delivers in his usual genial style, along with the lilting "Bourbon Street Blues." Sands and Crosby join Boone in two fine comedy numbers—"Loyalty" and "Stonewall Jackson," and almost the entire cast gets in on "Bigger Than Texas."

Miss Carere, who was introduced in "A Certain Smile," scores particularly well with a sweet, straight performance and Crosby with one that is free-wheeling and flamboyant. In effective support are Fred Clark, as an ulcerous publicity man, and Richard Sargent, as another of Boone's sidekicks. Edmund Goulding directed the screenplay by Winston Miller and Hal Kantor, based on a story by Curtis Harrington. Also in the cast are Jennifer West, Geraldine Wall, King Calder and Robert Burton. Running time, 107 minutes. General classification. Release, in November.

VINCENT CANBY

Fabian Calls Founding Of ACE 'Historic'

Si H. Fabian, temporary chairman of the American Congress of Exhibitors, closed its initial meeting on Friday with the declaration that its organization marked "a memorable and historic day for the industry."

"It is our hope that out of it will come some kind of permanent organization," he said. "In my nearly half a century in the industry I have not seen a united exhibitor front before. As a result, others have dictated exhibitor policies.

Sees 'Every Exhibitor' Aided

"Our work here today is the expression of the need of all who are at this meeting, and every exhibitor in the country."

Selig ACE Press Man; Lider, Acting Sec'ty.

Robert Selig, head of Fox Intermountain Theatres, Denver, was named to handle press and public relations for the American Congress of Exhibitors, together with five representatives of ACE's executive committee.

Members of the committee and the meeting in general were pledged not to discuss ACE developments outside of official statements channeled through Selig.

Edward Lider of New England Allied was named temporary secretary of ACE, serving with the executive committee of 26.

Correction

Through an inadvertent error the Columbia release "The Man Within" was described as being in Technicolor in a review in MOTION PICTURE DAILY last Friday. The film is in black-and-white CinemaScope.

Allied 'White Paper' Action To Await Unity Results

Formation of the American Congress of Exhibitors means that Allied States will defer pressing further its campaign among Congressmen and public opinion groups for stricter interpretation and application of the industry consent decree by the Department of Justice, and for its proposed industry reforms in other areas.

The recent Allied annual convention approved the seeking of its goals through joint industry action, but directed that the so-called "White Paper" campaign not be abandoned. Allied officials on Friday said the future of the campaign would be determined by the results of the current unity movement.

Name Membership for MPA Ad-Pub Committee

Full membership of the four coordinating groups recently formed by the MPAA advertising and publicity directors committee in a reorganizational program were announced at the weekend by Charles Simonelli, chairman of the ad-pub unit. Each of the four groups is to review all matters on advertising, exploitation, publicity and radio and television for the many projects to come under the purview of the full committee.

Chairmen of the four units were announced previously. Si Seadler is advertising coordinator; Meyer Hutner, publicity; Rodney Bush, exploitation; and Robert S. Ferguson, TV and radio.

Staffs of each of the groups are as follows:

Advertising: Ferguson, Abe Goodman, Joseph Gould, Jeff Livingston and Charles Cohen.

Exploitation: Emery Austin, Jo Friedman, Herb Pickman, Herman Kass, Lars McSorley, Mori Krushen and Dick Kahn.

Publicity: Edward E. Sullivan, Dan Terrell, Burt Champion, Mort Nathanson, McSorley, Hortense Schorr and Philip Gerard.

TV and radio: Felix Greenfield, Buddy Young, Roger Caras, Jerry Evans, Bill Stutman, Marvin Levy, Harold Rand and Howard Haines.

Bill Doll Named to Columbia 'Porgy' Unit

Bill Doll has been named to head the special Columbia Pictures' unit handling the world-wide publicity and exploitation for Samuel Goldwyn's "Porgy and Bess," it was announced at the weekend by Paul N. Lazarus, Jr., vice-president of Columbia. Doll replaces Maurice Bergman, who resigned recently.

In his new capacity, Doll will work in close coordination with Mervin Houser, director of advertising and publicity for Samuel Goldwyn Productions. Doll served as publicity director for the road show engagement of "Around the World in 80 Days."

WHAT CLICKS AT THE BOX OFFICE?

A scene from Jerry Wald's IN LOVE AND WAR for 20th Century Fox.

NATIONAL PROJECTOR CARBONS
TRADE-MARK

bring out photo-realism with the brightest light on earth!

"NATIONAL" CARBON ARC
brightest man-made light!

Today's money-makers are big, bright, *realistic* pictures. To show them, you need brighter-than-ever lighting.

"National" arcs bring out all the *realism* Hollywood puts on film, with the brightest light on earth. And, because these arcs match the sun's color balance, deep colors come alive. Wide screens show vivid detail. Outdoors, sharp images travel hundreds of feet. Indoors, "National" carbon picture-brightness allows comfortable house lighting.

These slower burning "National" Projector Carbons help cut operating costs: "Suprex" 7mm, 8mm and 9mm carbons — 10mm, 11mm and 13.6mm High Intensity Carbons.

UNION CARBIDE

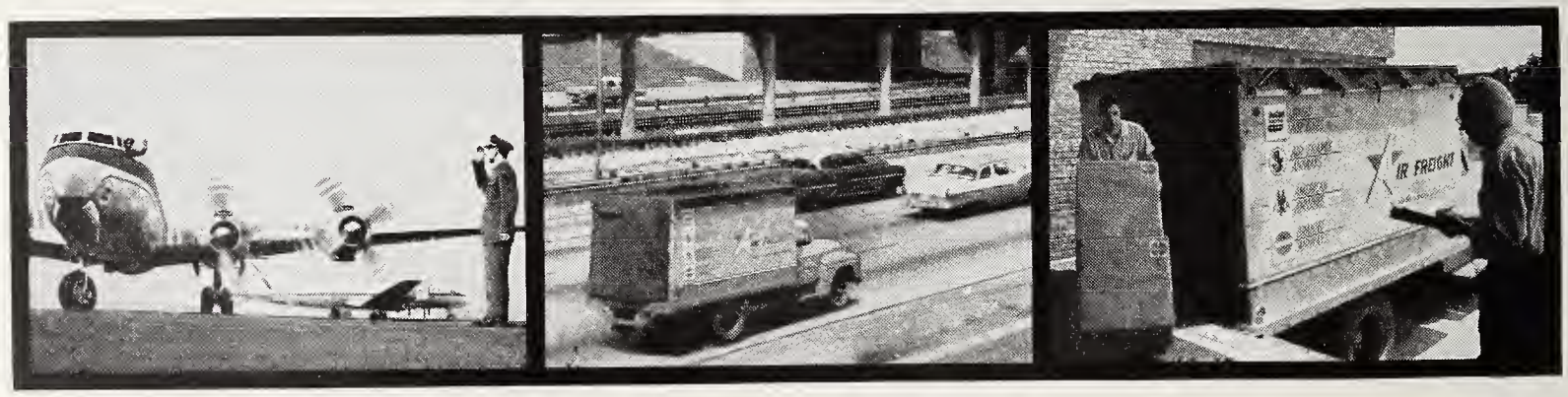
"National", "Suprex" and "Union Carbide" are trade-marks of Union Carbide Corporation

NATIONAL CARBON COMPANY • **Division of Union Carbide Corporation** • ***30 East 42nd Street, New York 17, N. Y.***

SALES OFFICES: Atlanta, Chicago, Dallas, Kansas City, Los Angeles, New York, Pittsburgh, San Francisco • **IN CANADA:** Union Carbide Canada Limited, Toronto

United Air Freight service

is door to door, relieves you of



pickup and delivery problems

As convenient (and fast) as dropping an air mail letter in the box. Turn your shipment over to United *at your door* and forget about it. It will arrive at your customer's door on time and appreciated.

United's pickup and delivery service is an extension of your shipping department. Takes the strain off traffic managers, keeps inventory low, frees warehouse space.

This service, plus United's radar dependability, 2000-community reach and Reserved Air Freight make a solid case for calling United when you stamp cargo "Ship Best Way."

UNITED AIR LINES ®

For service, information or free Air Freight booklet, call the nearest United Air Lines representative or write Cargo Sales Division, United Air Lines, 36 South Wabash Avenue, Chicago 3, Ill.

GET EXTRA DEPENDABILITY, EXTRA CARE—SHIP UNITED, THE RADAR LINE

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 84, NO. 96 NEW YORK, U.S.A., TUESDAY, NOVEMBER 18, 1958 TEN CENTS

DITORIAL

A Good Beginning

By Sherwin Kane

THE whole spirit of the national exhibitor meeting at the 20th Century-Fox home office which saw the ception of the American Congress Exhibitors was one of quiet deter-ination and willingness to cooperate r the future and forget past dif-rences, so that a united front of hibition might be attained and be ven a chance to do what exhibition vided against itself cannot do.

They were earnest men who ob-ously realized that if they did not ize the present opportunity to do r themselves, another might never esent itself.

They are men who are aware that the aims of the new organization e achieved, their businesses will osper again.

•

At one point in the preliminary scussion, Si H. Fabian, president of anley Warner, who later was to be med temporary chairman, took the or to relate that he had been assified in a published article by other exhibitor as one of the aves," by way of contrast with ex-bition "have nots."

To this divisive and ruinous tactic, bian replied by stating he knew of exhibition problems today that are t known also to his company's eatres. The fact that his company "big," he pointed out, has not per-itted it to escape the depredations the times.

•

This is the truth that makes pos-ble a united exhibitor front, that unds the areas within which com-on objectives can be found and reements made for attaining them.

In the past, it has not been vital at exhibitors work together to hieve their aims. It was desirable; t if they failed to do so, they ould be around the next month, and e next year, regardless.

If they fail to work together today, is not certain that any of them—big little, the "haves" or the "have ts"—will be about much longer.

That exhibitors realize it, and have ade the excellent start they have the direction of making common use, is as much to the credit of pyros Skouras, who provided the op-rtunity as it is to the credit of hibitors' own earnestness and deter-ination.

'tom thumb' Campaign Leads Off Herald Product Forums

By VINCENT CANBY

(Pictures on Page 3)

The first of a three-day series of product merchandising conferences, sponsored by Motion Picture Herald, opened here yesterday morning with a screening of MGM's "tom thumb" and a discussion of its campaign at the Loew's home office. Executives and advertising and publicity chiefs from the major circuits, representing more than 1,500 theatres, were on hand for the lead-off sessions.

Martin Quigley, Jr., welcomed the exhibitors and expressed his thanks to the seven film companies who are participating in the merchandising sessions, "Out of these discussions," he

(*Continued on page* 3)

M. P. Daily to Publish 'Salute to Life'

(Picture on Page 2)

MOTION PICTURE DAILY will publish Dec. 17 a "Salute to Life," a special issue occasioned by the publication on that date of "Life's" annual double issue which this year will be devoted to the entertainment industry.

The special issue of The DAILY will be an editorial report on "Life's" unique and extraordinarily effective treatment of entertainment news in general and motion picture news in particular. This treatment, outstanding throughout the 22-year history of the magazine, will be climaxed with the Dec. 17 special issue which will fea-

(*Continued on page* 2)

Columbus Mayor Hints Censorship of Films

Special to THE DAILY

COLUMBUS, O., Nov. 17. — A foe of obscenity "that could harm people" whether it's in "magazines, books, movies, television or anywhere," Mayor Maynard E. Sensenbrenner said the city's new ordinance banning obscene literature from newsstands "could be expanded to include movies." "There's

(*Continued on page* 2)

Schine Hails 'United Front of Exhibition'

Special to THE DAILY

ALBANY, N. Y., Nov. 17. — The "united front of exhibition" meeting which Spyros Skouras called Friday at 20th-Fox's home offices was the "greatest thing that has recently happened to the motion picture industry," Meyer Schine, president of the Schine Circuit, said while here to participate in the dedication of WPTR's new studios and offices on Albany-Schenectady road. The Schine interests, which

(*Continued on page* 2)

Chicago Papers Explain 'Lucasta' Ad Rejection

United Artists has received wires from three of the four Chicago papers which rejected advertising for "Anna Lucasta" last week in explanation of their action, it was learned here yesterday. All three papers, the Tribune, Sun-Times and Daily News, sent telegrams to Roger H. Lewis, UA national director of advertising, publicity and exploitation, indicating

(*Continued on page* 6)

Scores Horror Films As Industry 'Menace'

Special to THE DAILY

ALBANY, N. Y., Nov. 17. — "Decency in Motion Pictures," written by Martin Quigley, was cited by Mrs. James F. Looram, international chairman of motion pictures in charge of the reviewing committee at the Le-

(*Continued on page* 6)

Hope, Belafonte Will Entertain at Pioneer Fete

Bob Hope and Harry Belafonte will share the stage as entertainers at the 20th annual Motion Picture Pioneers dinner honoring Robert S. Benjamin and Arthur B. Krim as Motion Picture Pioneers of 1958, it was announced by William J. Heineman and Max E. Youngstein, co-chairmen. Event will take place at the Waldorf-Astoria next Monday night.

Sectional

Theatre Views On 'Red' Films Vary Sharply

Cross-Section of National Exhibitors Is Queried

A cross-section of the more than 100 leading exhibitors who were in New York at the weekend from all parts of the country for the national exhibitor conference called by Spyros P. Skouras, 20th Century-Fox president, revealed no enthusiasm at all when asked for their views about booking Soviet films into their theatres in cooperation with the U.S. State Department's cultural exchange program wih Moscow.

Many declined comment and most others asked that their names not be used. Those who gave their views varied from some who said gravely

(*Continued on page* 2)

Studio Overhead Story Write-offs in Col. Loss

The writing-off of unabsorbed studio overhead and of some accumulated story material added $3,837,352 to the loss shown in Columbia's annual report for the fiscal year ended, June 28, 1958. A. Schneider, president of the company, in his annual message to stockholders, released yesterday, pointed out that the loss can be carried forward against future taxable income.

The loss for the year was $4,987,-

(*Continued on page* 2)

Disney, Renown Join Distribution Operations

From THE DAILY Bureau

LONDON, Nov. 17.—Walt Disney Productions and Renown Pictures have joined their distribution interests here and will coordinate their trading operations, including centralization of billing, invoicing, etc., and the amalgamation of their sales forces. An-

(*Continued on page* 2)

TELEVISION TODAY—page 6

PERSONAL MENTION

SPYROS P. SKOURAS, president of 20th Century-Fox, will leave New York today for Europe to confer with company executives in Paris and Rome.

•

CALVIN C. LEEDER, supervisor of branch operations for Rank Film Distributors of America, left New York yesterday for Denver and Kansas City.

•

WILLIAM T. ORR., Warner Brothers television executive producer, has returned to Hollywood from New York.

•

GEORGE M. CAHAN, producer-director, left Hollywood at the weekend for Munich, Germany.

•

EARL COLLINS, president of Hollywood Television Service, is in Atlanta from the Coast.

•

ANATOLE LITVAK, producer-director, will return to New York today from Europe.

Disney, Renown

(*Continued from page* 1)

nouncement of the agreement was made today by Roy Disney, president of Walt Disney Prods., at a press conference here.

Physical distribution of Disney films has been conducted jointly with Renown since 1954. Disney emphasized today that both companies will still retain separate identities. He will go from here to Paris for a visit before he returns to New York.

Schine Hails ACE

(*Continued from page* 1)

own the radio station, bought and completely remodeled a two-story building.

Schine, who attended the meeting in New York earlier that day added, "Nobody but Spyros Skouras could have brought it off. His leadership is fantastic in imagination and scope."

'Houseboat' Big Draw

Paramount's "Houseboat" achieved an exceptionally high gross of $43,440 for the three-day weekend ended Sunday at the Capitol Theatre here, the company reported yesterday. In other cities the picture also did well, with these cited: Chicago, $13,404; Detroit, $12,746; Denver, $8,752; Miami (3 theatres), $19,287; Houston, $7,351. On the basis of returns to date the company said it expects the picture to gross $5,000,000.

Planning The DAILY's Salute to 'Life'

Earle Wakefield, associate New York manager for "Life"; Mary Leatherbee, senior editor in charge of the Entertainment issue, and Martin Quigley, Jr., discuss plans for the special issue of The DAILY saluting "Life" magazine.

State Books Two Stage Shows for December

Loew's State Theatre on Broadway will return to a policy of stage shows in addition to films from Dec. 3 to Jan. 4, when the theatre will shutter for a remodeling program which will include reduction of seating capacity.

Stage attraction starting Dec. 3 will be "The Jewel Box Revue," a two-hour variety show, with "China Doll" on the screen. This will be replaced on Dec. 25 by a rock 'n' roll stage show featuring Alan Freed. Accompanying screen fare is not yet set.

Columbus Mayor

(*Continued from page* 1)

no reason why this couldn't be done," said the mayor.

The mayor is appointing an advisory panel to supervise enforcement of the anti-obscenity law.

Committee members will visit newsstands to buy questionable magazines and books. After the committee examines the exhibits a policy will be determined in enforcement.

Sensenbrenner's pronouncement on movie censorship followed the passage of a resolution by the convention here of the Ohio Boards of Education which will empower the association's board of trustees to study a proposal for state censorship and make recommendations.

'Gigi' Still Big Here

For the second successive week "Gigi" set a record at the Sutton Theatre by taking in over $28,000 at the box-office in its continuous run engagement here, M-G-M said yesterday. This is reported to be the highest second week gross in the theatre's history and also the second highest weekly gross ever recorded at the theatre, the record having been set by its own first week.

'Salute' Dec. 17

(*Continued from page* 1)

ture motion pictures prominently among the aspects of the entertainment industry which it will examine in text and picture essays.

Advertising in The DAILY also will pay tribute to the "Life" coverage of films and film personalities both throughout its history and in this special issue.

Plans for the issue, considered unique in the history of publications, are now being worked out by the staffs of Quigley Publications and "Life."

Studio Overhead

(*Continued from page* 1)

330, including these items and a $1,149,978 loss in net earnings, the report said.

Because of the trend to independent production, Schneider said, the studio itself did not make enough pictures to absorb the overhead fully. In addition, he said, "Some story material has also accumulated over the years which we may not be able to use, and in line with our policy to eliminate all questionable assets from our report, we have decided to write off these costs. However, if some of these works should prove of value in the future, we shall at that time secure the benefit of these values."

Schneider outlined the plans for studio reorganization and economies under Samuel J. Briskin, now in charge of West Coast activities, and reported the formation of Colpix, the new record division,, and the sale of the West coast laboratories to Pathe.

Former Loew's Director

Henry Rogers Winthrop, 82, former New York banker and a director of Loew's, Inc., for many years, died Nov. 14 at his Sarasota, Fla., home.

Theatre Views

(*Continued from page* 1)

that their cooperation depended on a number of factors to those who said they would not even consider playing Soviet films.

Most of those in the latter group were from the Midwest and South.

Eastern and Far Western exhibitors, for the most part, said they would consider playing the films, if, after having seen them, they were satisfied that they contained no propaganda, would not be offensive to local audiences, were of reasonably good entertainment standards and providing the State Department, U. S. Information Agency or other official Government unit, endorsed the pictures and stated the reasons why they wanted the films shown to the American public.

One said, "Exhibitors always have cooperated with the government, especially in times of emergency. The cold war is a serious thing, costing all of us billions in taxes. If we can help win it by playing these pictures and the government is willing to make it plain to our customers we are playing them because they wish it and because we believe the films are entertaining, if they are, then I see no reason why any exhibitor couldn't cooperate in this thing."

One Fears 'Lockup'

However, another with theatres in the Southern Mississippi Valley, said "The local authorities would throw me in the lockup for inciting to rio if I played a Soviet film in any o my theatres, with or without a State Department commendation. Besides I'd probably be boycotted for month afterward."

A New York exhibitor said: "We've played Russian pictures in the past. We would play them again if we had some our patrons would enjoy.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
JEAN SIMMONS
"HOME BEFORE DARK"
DAN O'HERLIHY • RHONDA FLEMING • EFREM ZIMBALIST, JR.
A Warner Bros. Picture
and GALA NEW STAGE SPECTACLE

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Ston Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vince Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Was ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in th principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefelle Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-Pres dent and Treasury; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a yea as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as secon class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10

Sirk Finds Trips to Field Enlightening

Douglas Sirk, director of Univer-'s forthcoming "Imitation of Life" well as some of the companys' big-st financial hits ("Magnificent Ob-ssion" and "Written on the Wind"), long others) believes in going out in e field at regular intervals to find t what the exhibitors and the pub-are thinking about.

"If you stay in Hollywood all the ne, you lose contact with the real rld," he said in an interview at the niversal home office. His specific ssion at the moment is publicizing nitation of Life," Universal's Easter ease which stars Lana Turner, John vin and Sandra Dee. However, he d in addition a number of ideas on ner topics. In particular the value these trips into the field.

'Old Fashioned, Perhaps'

"Perhaps," he said, "it is an old hioned approach to exploitation." t he finds that as he publicizes his ture, he also picks up a good deal pertinent information from "people o are interested in movies without owing too much about them." It s as a direct result of one of his evious trips, he said, that he cast ndra Dee in his latest film. By direct ntact with the public he found that ss Dee was one of Hollywood's st popular young players. Until n, he had known her only as one Universal's group of contract ayers.

On the matter of color, Sirk said he s happy that there is now a new phasis on the use of color. He vio-ntly disagreed, with the pol-of several years back which held t the public did not notice color. e increasing number of black and ite films in that period contributed a general public apathy towards vie-going and the consequent at-ndance recession, he believes.—V.C.

alace Puts 'Roots' on ontinuous Run Policy

The engagement of "The Roots of eaven" at the Palace Theatre here ll be changed from a reserved seat a continuous run, "popular price" licy, starting tomorrow, it was an-nounced by Sol A. Schwartz, RKO eatres' president.

The change is being made to take vantage of the vacationers, shop-rs, students on holiday and visitors New York during the Thanksgiving d Christmas season, Schwartz said. lace doors will open daily at 10:45 M. "Roots" has been at the theatre ce Oct. 15 when it had its world emiere.

Mouth' Big $21,583

"The Horse's Mouth" rolled up a ge $21,583 gross for its first week the Paris Theatre here, scoring e of the biggest opening-week sses in that theatre's history, it was nounced yesterday by United Art-s.

Herald Forum

(*Continued from page 1*)

said, "and from the ideas which you men take home with you, can come benefits for the entire industry."

"It is sometimes difficult," he continued, "to come up with the best campaign ideas right after you've seen a picture. So, after you get home and have time to think about what you've seen, don't hesitate to write or even phone your ideas to these men at the New York companies. They are more than eager to have the benefit of your experience in the field."

Promotion Plans Outlined

Following the screening of "tom thumb," MGM's Christmas release, Dan Terrell, eastern publicity manager of MGM; Si Seadler, MGM advertising manager, and Emery Austin, director of exploitation for MGM, detailed the plans which have already been made for the film in their respective departments.

Terrell told the exhibitors that although "tom thumb" is the company's Christmas attraction and thus its national campaign has "pretty well jelled," he would welcome the kind of suggestions which the merchandising conferees could make "on the local level."

He said he also welcomed this opportunity "to establish the right climate for selling pictures. We feel this is a very good time to talk about Metro, not only about this specific picture but also about our entire line-up."

Seadler Goes into Detail

Seadler presented the theme for the 'tom thumb" advertising campaign ("perfect entertainment for the entire family") and then discussed some of the particular aspects of the campaign.

Beginning immediately the film is to be featured in the MGM "Picture of the Month" column in national magazines, getting a total readership of 65,000,000. He also passed out proofs of a full-page, full-color ad to run in Look Magazine which will reach more than 27,000,000 persons. In addition other ads have been prepared for such diverse publications as the Library Journal, various Dell Publications comic books and Parents Magazine, which already has given the film its monthly award.

The newspaper ads will be supplemented and backed up by extensive use of radio and newspapers, Seadler added.

Second to None, Says Terrell

Austin promised that the exploitation campaign on the picture "will be second to none." Sparking this exploitation is a giant tie-up with the Corn Products Company, makers of Bosco chocolate syrup for children.

Bosco, which sponsors 111 television shows on 84 stations in 60 cities, will plug the picture on each of these shows. Viewers of the Bosco shows will be offered a free recording of Russ Tamblyn, "tom thumb" star, singing the picture's title song.

The two other major aspects of the exploitation campaign are centered around the sound track album, featuring the film's five songs, and dolls and toys based on characters in the film. The sound track album is on MGM's new Lion label, lower priced to get wider distribution in such places as supermarkets and drug stores, as well as in more conventional record outlets.

Above, Edward Stuckey of the Butterfield circuit, Detroit; Andy Gebstaedt, Rank Films; and Silas F. Seadler and Dan Terrell representing MGM, at the Astor Hotel luncheon following the screening of "tom thumb." At right, Roger H. Lewis, UA director of advertising, publicity and exploitation, with R. J. O'Donnell of Texas Interstate.

M. P. DAILY pictures

Exhibitor Suggestions Solicited

Following this briefing by the MGM executives, the exhibitors present were asked if they had any ideas to put forth.

Jim Shanahan, Loew's Theatres, told of plans to sponsor "toy depots" in the name of the film to collect toys for needy children, of special screenings for the children of radio and newspaper personnel and for primary and parochial school teachers, and of contests for kids with prizes for their teachers as well as the kids.

Sy Evans, of the Schine Circuit, suggested a special lobby display making use of a "reducing lens" to create the "tom thumb" effect. He even told how an enterprising exhibitor can make his own reducing lens.

O'Donnell Tells of Activity

R. J. O'Donnell, of Interstate Theatres of Texas, reported that his circuit already has started its campaign for the picture. "We had our first 'Christmas parade' last week and 'tom thumb' was in it." Interstate is also benefitting, he said, from the fact that there is a chain of Tom Thumb stores throughout Texas which is cooperating in the promotion.

Ernest Emerling, Loew's Theatres, suggested that exhibitors could build their own floats for the picture, modeled on the one which MGM will have in the big Macy's Thanksgiving Day parade in New York City. "It's not necessary," he said, "to spend a lot of money on a large flat-truck float. If you're watching expenses, you can build a float right on the back of a jeep."

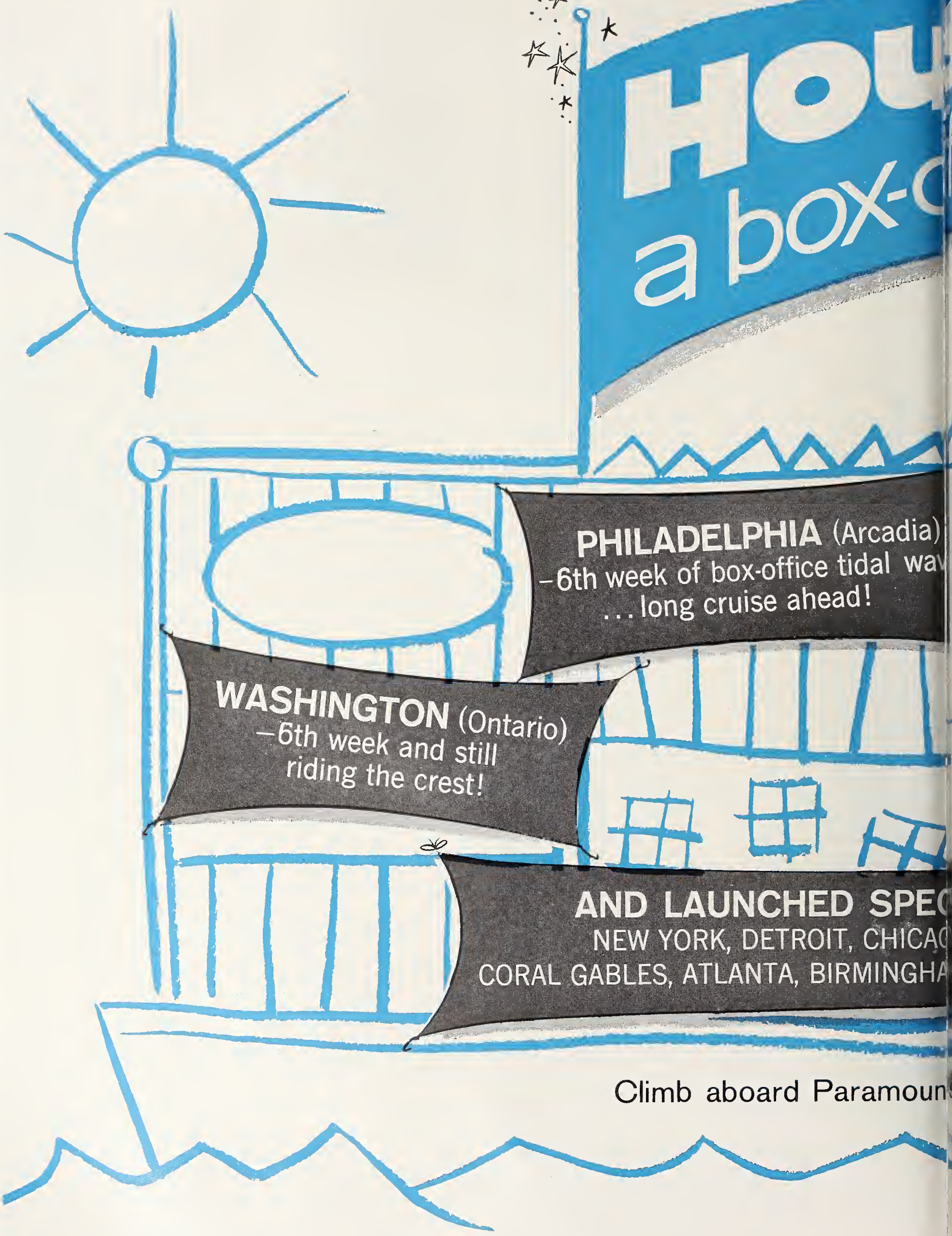
The first merchandising forum adjourned for luncheon at the Astor Hotel.

Later in the afternoon, the visitors were guests of Rank Film Distributors of America at a screening and discussion of "A Night to Remember" (to be reported in tomorrow's Daily). In the evening they attended the premiere festivities for 20th-Fox's "Mardi Gras" at the Paramount, followed by a midnight screening of Universal's "The Perfect Furlough."

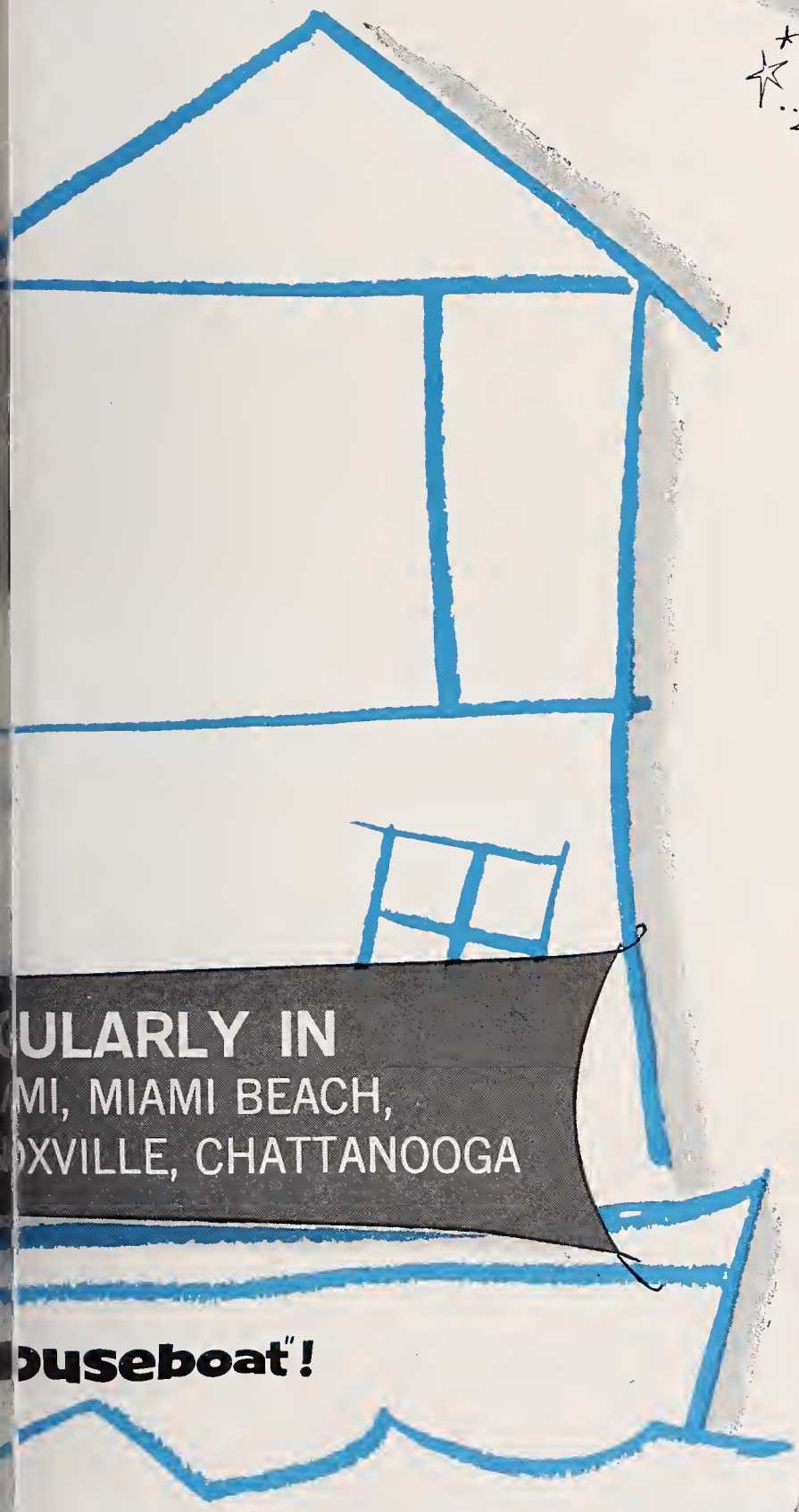
Today's schedule calls for a merchandising forum on "Furlough" this morning at the Universal home office, followed by a general round table discussion on all phases of film merchandising. In the afternoon there will be a screening and discussion of United Artists' "Anna Lucasta," and in the evening a screening and discussion of Paramount's "The Black Orchid."

Top Circuits Represented

In addition to those already noted, exhibitors at yesterday's sessions included: Harold Brown, United Detroit Theatres; Henry Capogna, Butterfield Theatres; Harry Goldberg, Stanley Warner; L. R. Golding, Fabian Theatres; Edgar Goth, Stanley Warner; Bernard Hickey, Fulton Theatre, Pittsburgh; George Trilling, Fabian Theatres; Frederick Kunkel, United Artists Theatres; Blanche Livingston, RKO Theatres; Seymour Morris, Schine Circuit; Gerald Shea, Jamestown Amusement Co., and Edward Stuckey, Butterfield Theatres.


Hou
a box-o
PHILADELPHIA (Arcadia)
–6th week of box-office tidal wav
... long cruise ahead!
WASHINGTON (Ontario)
–6th week and still
riding the crest!
AND LAUNCHED SPEC
NEW YORK, DETROIT, CHICAG
CORAL GABLES, ATLANTA, BIRMINGHA
Climb aboard Paramoun

seboat's
fice Dream-boat!



ULARLY IN
MI, MIAMI BEACH,
XVILLE, CHATTANOOGA

ouseboat"!

Paramount's
full-of-laughs,
full-hearted comedy
is drawing
full-houses!

Houseboat's
sailing past
House-Records
in every
situation!

PARAMOUNT PRESENTS
CARY GRANT
and
SOPHIA LOREN
in
"HOUSEBOAT"
co-starring
MARTHA HYER
HARRY GUARDINO
with
EDUARDO CIANNELLI
TECHNICOLOR®
Produced by Jack Rose
Directed by Melville Shavelson
Written by
Melville Shavelson and Jack Rose
VISTAVISION®

REVIEW:

The Sheriff of Fractured Jaw

20th-Fox—CinemaScope

PLACING A "tenderfoot" from 19th Century England into the middle of the wild and wooly American West is the merry conceit that has inspired "The Sheriff of Fractured Jaw." This playful notion has been developed for plenty of laughs in the script, and the inspiration has fortunately extended to the casting of the two principal roles.

There could have been no better choice for the part of the transplanted Englishman than likeable Kenneth More. He has the ability to maintain complete aplomb without becoming stuffy no matter how absurd plot complications are. And whoever had the idea of obtaining the services of Jayne Mansfield to enact the dance hall girl the hero falls in love with deserves an extra month's vacation with pay. Miss Mansfield, who could become the Mae West of her generation, uses her Amazonian proportions to create a hilarious caricature (rough exterior; heart of gold within) of all the flashy females who ever flounced around in frontier saloons on the screen.

And it is not only such barroom entertainers who come in for gentle ribbing in this amiable spoof of western films. Just about every cliche of the genre is struck at before Arthur Dales, who wrote the script (from a story by Jacob Hay) is through. The targets are hit, too, with sufficient regularity to assure all types of audiences of a most entertaining time.

THE AIM of the script is especially sure and steady in an early scene in which More, who is actually the owner of a failing gunsmith business in London, arrives in Fractured Jaw and is mistaken for a ruthless gun slinger. When, through a lucky accident, he bests some tough guys who challenge him, it becomes perfectly natural—by the rules of this script—for the mayor to appoint him town sheriff.

In actuality he can't even shoot a gun properly, so this leads to another funny scene in which he is given instructions in the art by Miss Mansfield. And there is also plenty of amusement in the consequences of his involvement in a ranch war between the "Lazy S" and the "Box T." At the end these two feuding groups join forces to try to wipe out the new sheriff, but he and his girl are rescued at the last minute by an Indian tribe he has befriended—in the equivalent of the arrival of the marines.

Under the direction of Raoul Walsh the action moves briskly, and a good cast supports the stars. It includes Henry Hull, William Campbell, Bruce Cabot and—in a brief glimpse at the beginning—Robert Morley as an English squire.

Incidentally, although the picture was photographed in Spain and England's Pinewood Studios, the settings as well as the Indians look like the real thing. Photography is in CinemaScope and color by De Luxe. Daniel M. Angel produced.

Running time, 103 minutes. General classification. Release, January, 1959.

RICHARD GERTNER

Television Today

Telestar Sets 3 Sales Divisions; Names Rohrs

Telestar Films has established three sales divisions, each to be headed by a vice-president, it was announced by David Savage, executive vice-president. At the same time he reported that John P. Rohrs has been appointed vice-president in charge of the company's Central Division, effective immediately. Rohrs, who will headquarter in Chicago, formerly was vice-president and midwest sales manager of Gross-Krasne, Inc.

Bernard L. Schubert, president of Telestar, and Savage, currently are interviewing top industry figures for the unfilled eastern and western vice-president positions.

ABC Primary Affiliates Meet Here Tomorrow

Primary affiliates of the ABC Television Network will hold a one-day meeting here Wednesday, it was announced by Alfred R. Beckman, vice-president in charge of ABC-TV station relations.

This regular fall meeting of the group will be held in the Sheraton East Hotel and will be devoted to discussion of current network progr and plans for the 1959-60 televisi season.

NTA Appoints Four to Station Sales Dept.

The national sales department National Telefilm Associates' own and operated television and radio st tions has expanded its operations wi the addition of four new account e ecutives, David Polinger, the depa ment's general manager, has a nounced.

The new account executives, La rence Gershman, John Fernand Marshall Karp and Peter Yaman, w handle national sales for NTA statio in the New York metropolitan are WNTA-TV and WNTA AM & F and its television outlet in Minneap lis-St. Paul, KMSP-TV. Gershman h been associated with NTA for the pa year. Before assuming his new dut he was assistant to Ted Cott, vic president in charge of NTA's broa casting properties.

Fernandez, Karp and Yaman we formerly with Adam Young, In station representatives.

Brynner to Take Over Power 'Solomon' Role

From THE DAILY Bureau

HOLLYWOOD, Nov. 17—"Solomon and Sheba," the picture in which Tyrone Power was enacting a starring role when he died of a heart attack Saturday on the set of the film in Madrid, will have to be virtually made over, according to Edward Small, producer. Yul Brynner has been signed to take over the Power role and will leave for Spain at the end of this week. The decision to eliminate Power's scenes was made by Small after consultation with director King Vidor in Madrid.

"Solomon and Sheba" is being made for release by United Artists at a production budget of $5,000,000.

Tribute to Zukor

A tribute to Adolph Zukor, chairman of the board of directors of Paramount Pictures, as a pioneer of the motion picture industry was the inaugural feature of Martin Starr's new Hollywood commentary program last night over radio station WABC, New York, and the American Broadcasting Company network.

Mother of Mort Sunshine

Funeral services were held on Monday for Mrs. Sadie P. Sunshine, 70, mother of Mort Sunshine, editor of the Independent Film Journal. Mrs. Sunshine, who also is survived by a brother, Jesse, died Friday night at Booth Memorial Hospital, Flushing, L. I.

Chicago Pres

(*Continued from page* 1)

they consider the ads submitted "bad taste." The Chicago Americ had not yet responded yesterday.

One of the papers, the Daily New agreed to accept a series of type a prepared by UA explaining the co troversy and announcing the openi of the picture at the Oriental Theat there Nov. 26. Previously all fo papers had refused to do this.

In reply to the newspapers, Lew yesterday told them he feels th categorizing the ads "as 'in bad tas hardly justifies (your) action in reje ing them. You do not deny the fa contained. Do you contend that other matter in your newspapers, i cluding editorial, is "in good taste Would you be willing to submit yo editorial copy to the same rule?"

Suggests 'Unprejudiced Jury'

Lewis then offered to submit t "Lucasta" ads to an "unprejudic jury or individual to be weigh against your editorial copy for the l 30 days."

'Mardi' Bows Here

What was described as the larg audience ever to witness a moti picture premiere viewed last nigh "Mardi Gras on Broadway," whi launched the New York opening at t Paramount Theatre of Jerry Wal "Mardi Gras." The entire festiviti were telecast "live" across the Unit States by the American Broadcasti Co. television network.

Scores Horror

(*Continued from page* 1)

gion of Decency office in New York City as "a very valuable book to have as collateral reading in this work (reviewing) during an address at the New York State Chapter, I.F.C.A., triennial convention in Academy of the Holy Name (Saturday). Mrs. Looram's topic was "How Legion of Decency Reviewers Rate Pictures."

Discussing the present emphasis on "horror," which the speaker characterized as "a menace," Mrs. Looram said that the trade papers are complaining about this."

"In the Nov. 8 edition of the *Motion Picture Herald*," she commented, "the editor is talking about mail that comes to him from all over. He cites as an example a letter from Cliff Elliott, Evansville, Ind., exhibitor, who said, 'Horror, crime and sex—a lousy way to make a living'."

"There are many of these exhibitors," continued Mrs. Looram, "exhibitors who want no part of this ghoulishness."

There has been "a great increase" in objectionable advertising of films, Mrs. Looram reported. "Even decent pictures are being advertised to indicate viewers are going to see the worst pictures on earth."

Rank 'Night' to Open At Criterion Dec. 17

The Rank Organization's "A Night to Remember" will begin its American premiere engagment at the Criterion Theatre here on Wednesday, Dec. 17.

The film will be presented at the Criterion on a reserved seat policy.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 84, NO. 97 NEW YORK, U.S.A., WEDNESDAY, NOVEMBER 19, 1958 TEN CENTS

o 11 Per Cent

A 9-Month et Earnings 2,623,000

orld-Wide Gross Also Up . $61,591,000 for Period

Jnited Artists Corp.'s net earnings the first nine months of 1958 ched $2,623,000 compared with 364,000 for the comparable period he previous year, representing an per cent increase for the 1958 iod, it was announced yesterday by ert S. Benjamin, chairman of the rd.

JA also achieved a world-wide ss for the first nine months of 1958 $61,591,000 as compared with ,553,000 for the same period in 7.

The nine months net represents nings of $2.06 per share on the

(*Continued on page 4*)

A's Ad-Publicity Men Be Used for UA-TV

The same methods of advertising, olicity and exploitation that have ught box-office success to the the- cal releases of United Artists will adapted to the promotion of the ious television series now in paration by United Artists Televi- , a UA subsidiary, the trade press

(*Continued on page 4*)

evens, 20th-Fox Sign r 'Greatest Story'

From THE DAILY Bureau

HOLLYWOOD, Nov. 18. — George vens will bring "The Greatest ry Ever Told" to the screen.

Announcement was made today t the Stevens Company and 20th ntury-Fox have joined forces to dertake on a massive scale the film- of Fulton Oursler's best-seller, ich, in the decade since its first olication, has reportedly become the rld's most widely read book since

(*Continued on page 3*)

LEVISION TODAY—page 5

Pressbooks, Ad Layouts Discussed At M. P. Herald Merchandising Forum

By JAMES M. JERAULD

(Picture on Page 4)

Frank discussions of pressbooks and distribution advertising layouts marked the round table discussion of the second morning session yesterday of the merchandising conferences being sponsored this week by *Motion Picture Herald*.

All the theatre men attending the conference and representatives of the major distributors participated in the discussion held at the Universal home office screening room.

Rodney Bush, exploitation manager for 20th Century-Fox, stated that he had no apology for the fact that the

(*Continued on page 4*)

Tent 35 Gives Cancer Care

Under Variety Club of New York's program for the coming year, anyone in the entertainment industry with a diagnosed case of cancer can receive free doctor's care, exclusive of surgery, it was announced yesterday by Ira Meinhardt, chief barker of Tent No. 35, at a meeting in the Hotel Astor.

Identified with the program, Mein-

(*Continued on page 5*)

Kodak Directors Create New Exec. Committee

Special to THE DAILY

ROCHESTER, N. Y., Nov. 18.—The directors of the Eastman Kodak Company at their regular meeting here today created an executive committee and elected Donald McMaster as the first committee chairman. McMaster, a director, has been vice-president and general manager. Other members of

(*Continued on page 4*)

AB-PT Pictures Sold To Levin and Mandell

From THE DAILY Bureau

HOLLYWOOD, Nov. 18. — Irving H. Levin and Harry L. Mandell, president and vice-president, respectively, of AB-PT Pictures Corp. and AB-PT Distributing Co., have acquired all the stock and assets in the two wholly-

(*Continued on page 3*)

RKO Theatres to Hold Meeting Tomorrow

Managers of RKO Theatres throughout the New York metropolitan area, including Westchester, Newark, Trenton and New Brunswick, N. J., will attend a business meeting

(*Continued on page 5*)

Catholic Filmgoers Urged to Give 'Positive Support' to Good Pictures

From THE DAILY Bureau

WASHINGTON, Nov. 18.—Catholic film-goers were urged to give "positive support at the box office" to promote the production of good motion pictures. Bishop William A. Scully of Albany, who is stepping down as chairman of the Episcopal Committee for Motion Pictures, Radio and Television, gave his advice to a meeting of the American hierarchy here last week. The committee report was released today.

The National Legion of Decency, which issues moral evaluations of motion pictures and is the executive arm of the policy-making episcopal committee, reported a sharp decrease in the number of objectionable films. A new system of classification places more films in an "adults only" category.

"Positive support at the box office," Bishop Scully noted, "will contribute immeasurably to the production and exhibition of good films."

Bishop Scully has completed his five year term as chairman of the Bishops' committee whose task it is to raise the moral tone of entertainment. He is succeeded by Bishop James A. McNulty of Paterson, N. J.

Bishop Scully decried "certain morally dangerous trends and developments" in the motion picture industry. He cited in particular "the

(*Continued on page 5*)

Hearing Held

To Rule On Loew's Plan Within Week

U. S. Asks Safeguards Against 'Partiality'

The Loew's management plan for divorcement of the company's production-distribution operations from the theatre company was presented to Federal Judge Edmund L. Palmieri in U.S. District court here yesterday. Judge Palmieri reserved decision following a hearing but said he would hand down a ruling within the next week.

Except for limited safeguards to insure against the new Loew's picture company showing partiality after divorcement to the new theatre company, which were asked by Assistant U. S. Attorney General Maurice Silverman, there was no opposition at the hearing to the plan.

The court was told that if and when

(*Continued on page 2*)

Green, Newman Plan No Loew's Proxy Fight

Louis A. Green and Jerome A. Newman, directors of Loew's, Inc., and major stockholders who have opposed management's program for divorcement of the company, do not intend to enter into a proxy fight on behalf of their alternate plan. This decision, however, "does not preclude participating in plans to obtain very sub-

(*Continued on page 2*)

Rank to Produce New Weekly Newsreel in Color

From THE DAILY Bureau

LONDON, Nov. 18. — Starting early in 1959 the Rank Organization will produce a weekly newsreel in Eastman Color, 1,000 feet in length, the company announced today. It will replace its Gaumont British and Universal newsreels, "aiming at presenting a more lasting impact than present ephemeral newsreels," the statement said.

PERSONAL MENTION

M. RAMSES NAGUIB, prominent Egyptian producer, is scheduled to arrive in New York today from Cairo. After a short stay, he will leave here for Hollywood.

•

CHARLES ROSENBLATT, vice-president of International Film Distributors, will leave New York on Sunday for South America.

•

FRANK BUEHLER, industry veteran who formerly was general manager of the old Stanley Company circuit, is a patient at Graduate Hospital, Philadelphia.

•

SONNY WITZLING, assistant to BERT ORDE, head of motion picture advertising at "Redbook," has returned to New York from Europe.

•

W. WARD MARSH, film editor of the Cleveland "Plain Dealer," has returned there from Hollywood.

•

SIDNEY SCHENKER, specialist in theatre design, was in Albany, N. Y., last week from his Paterson, N. J., headquarters.

Hendricks, Lieber Head Academy Publicity Unit

From THE DAILY Bureau

HOLLYWOOD, Nov. 18. — Delegation of responsibilities for promoting and publicizing the 31st annual Academy Awards were finalized at a meeting held here yesterday, between representatives of the Academy and the Motion Picture Association of America.

Overall organization will be in the hands of a public relations coordinating committee, headed jointly by the two representatives of the Academy's public relations branch serving on the board of governors, Bill Hendricks and Perry Lieber.

Other committee members are Sidney Blumenstock and Clarke H. Wales of the MPAA; Casey Shawhan, NBC, and representatives of Harshe-Rotman, Inc., the Academy's public relations firm.

Brandt Is Chairman

Harry Brandt, president of Brandt Theatres and the Independent Theatre Owners Association of New York, is serving as motion picture industry chairman of the New York State Citizens Committee for the Public Schools, Inc., according to an announcement by Ward Melville, chairman of the committe's special advisors.

Ruling on Loew's Plan Near

(*Continued from page 1*)

it approves the plan, attorneys for Loew's Inc. and Loew's Theatres would confer with Silverman on the form of an order incorporating the safeguards sought by the Government, which would then be presented for the court's signature. Silverman spoke favorably of the plan, joining in telling the court that the proposed division of assets and liabilities between the two companies appeared to be fair and in the interests of stockholders as well as the future economic health of both companies.

Highlights of the plan, as reported earlier, would give the new picture company the Loew's records, music and television interests in addition to the domestic and foreign production-distribution assets and foreign theatres. The new theatre company would receive U.S. and Canadian theatres and radio station WMGM, New York.

Companies' Responsibilities Set

The theatre company would be responsible for $5,000,000 of the funded debt (after payment of the January 15, 1959, principal and interest installment) and the picture company would be responsible for approximately $20,000,000 of the funded debt.

The theatre subsidiaries owe to Loew's, Inc. $17,415,000 of obligations evidenced by bonds and advances, and Loew's Inc. owes $5,000,000 advanced to it by the theatre subsidiaries. Under the plan, these obligations, one to the other, would be forgiven.

For a period of 18 months after the date of distribution of the stock in the new companies, or following next Jan. 15, whichever is earlier, Loew's Theatres would make an interest payment every six months of 3% per annum on 20 per cent in principal amount of the debentures from time to time outstanding during the period.

Annual Payments Permitted

In addition, in the event that Loew's Inc. refinances the debentures within the 18 months period under an arrangement which relieves Loew's Theatres from all liability in respect of any obligations incurred in connection with such refinancing, Loew's Theatres would pay to Loew's Inc. $5,000,000 in cash (or at the election of Loew's Theatres, $1,250,000 annually in each of the four 12-month periods succeeding the date such refinancing becomes effective, plus interest at the rate then applicable to the indebtedness incurred by Loew's Inc. to effect such refinancing).

Loew's Theatres would pay $5,000,000 principal amount of the debentures at any refinancing after the expiration of said period as a result of which Loew's Theatres is relieved of liability or at their maturity if no refinancing takes place, but would make no other payments of interest or principal in respect of the debentures.

Loew's Inc. would pay all interest and sinking fund installments in respect of the debentures becoming due after January 15, 1959, less the interest payments payable by Loew's Theatres. Loew's Theatres would assume joint and several liability in respect of Loew's Inc.'s debentures by executing a supplemental indenture in accordance with the provisions of Section 3.18 of the indenture under which the debentures were issued. The company now pays interest at 3% on the debenture debt of $26,000,000. The management plan gives the company an opportunity to refinance at the propitious time.

O'Brien, Friedman Testify

Robert O'Brien, Loew's vice-president and treasurer; Weldon Powell, an accountant and special consultant, and Leopold Friedman, president of Loew's Theatres, testified on behalf of the plan.

O'Brien said that distribution of the new stock would be undertaken as soon after approval of the plan as possible, but pointed out that FCC approval is needed for transfer of the radio station to the theatre company and that application must be made to list the stock of the new theatre company on the Exchange.

Powell described the division of assets as logical and that of liabilities as reasonable. Each company, he said, would have a 20 per cent ratio of debt to capital. He said the economic future of both should be good and commended the management of both companies, pointing out that they had made excellent progress this year.

Sees Conditions Fulfilled

Friedman testified he believes the plan fulfills the conditions of the decree and the aims of the court; that it gives both companies a good outlook. In reply to a question, he said he expects the theatre operations to continue to be profitable.

Silverman said he considered the theatre company's pro forma net worth of $57 millions an 11 to one cushion against the picture company becoming responsible for the debts of the theatre company and, conceivably, being tempted to favor it. He added that the $5 millions of debt of the theatre company should not prove so burdensome as to inspire favortism from that source.

Net Worth $80 Millions

The net worth of the picture company will be $80 millions, or about four to one that it won't be obligated to the theatre company.

Judge Palmieri remarked that the court doesn't want a plan that woul goad either company into improvide action. He praised the concise ar prompt presentation of the plan, poin ing out that he had made provisio even for additional time in the eve a plan was not presented by the cu rent deadline, August, 1959.

No Proxy Fight

(*Continued from page 1*)

stantial representation on the Loew board of directors," they said yeste day.

The long-delayed statement on th Loew's situation, released shortly be fore the start of the hearing on man agement's plan in U.S. District Cou here, was signed by Newman but i it he spoke for Green as well as him self. The two directors were defeate recently in their efforts to substitute plan to accomplish the divorcemer by the spin-off of the Culver City stu dio rather than Loew's theatres. Th Loew's board of directors voted the proposal down.

Their Support Withdrawn

In the statement yesterday New man said that he and Green had pre viously secured support from "larg stock interests" which "had been i the situation for a long time and ha representation on the board Loew's." These interests, he said which "originally and continually ex pressed themselves as being complete ly dissatisfied with management" no state that they "are unwilling to be come participants in a contest suc as is here required."

"Under these circumstances an with this support withdrawn," th statement continued, "Green an Newman are unwilling to enter into proxy fight. However, this decisio does not preclude participation i plans to obtain very substantial repre sentation on the Loew's board of d rectors." There was no indication i the statement as to how they inten to seek to achieve the latter.

Green Defends the Plan

Defending the Green - Newma plan, Green said it "included th likelihood of the opportunity for th stockholder, who so desired (but onl at his election) to tender his stock the proposed spun-off production-di tribution company at a price substa tially equal to the market price f all the Loew's assets. Yet he woul retain his stock interest in everythin except production-distribution. Th stockholder who elected not to tend the spun-off stock would have an in vestment in a production-distributio company backed by people with su ficient confidence in their own abilit to invest upwards of $35 million u der experienced management with world-wide reputation."

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stor Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vince Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Was ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in t principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefell Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-Pre dent and Treasury; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a ye as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as secon class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10

tevens, Fox

(Continued from page 1)

Bible. The deal was finalized be-en Stevens and Buddy Adler.

Stevens plans to commence active parations for the picture during 9 in order that it may be brought ore the cameras in 1960 for a duction schedule that is to include nprehensive filming in the Holy nd itself.

Plans Film of Great Magnitude

Stevens, at present engaged on l editing phases of "The Diary of ne Frank" for Fox plans to do the lical drama on a scope commen-ate with its extraordinary signifi-ce the world over, as evidenced book publication in more than a re of languages and readership ex-ding into the tens of millions.

avis Benefit Nets Over 50,000 for Hospital

Special to THE DAILY

SAN BERNARDINO, Nov. 18. — mmy Davis, Jr., raised more than 0,000 for the San Bernardino Com-nity Hospital Saturday night at the ng Auditorium of the National nge Show Grounds to purchase v equipment. Davis headed the all-benefit show, which he instigated gratitude for the operation by Dr. derick Hull, who saved his eye-t in one eye following his automo-accident four years ago.

New Britain Lawsuit on Policemen Re-Assigned

Special to THE DAILY

HARTFORD, Nov. 18. — The $250,000 lawsuit brought by New Britain, Conn., theatre owners against the city of New Britain protesting the mandatory presence of policemen in theatres has been re-assigned in Hartford Superior Court to Nov. 25.

The action, pending since late summer, stemmed from several unsuccessful attempts in recent years to repeal a city ordinance requiring the presence of policemen in theatres during motion picture performances.

The plaintiffs—the Connecticut Theatrical Corporation, a Stanley-Warner subsidiary operating the Strand and Embassy, and Perakos Theatre Associates, owners of the Palace and lessees of the Arch St. Theatre—allege the presence of policemen on duty in theatres is contrary to federal and state laws.

31 'South' Booking In Todd-AO Abroad

"South Paeific" will be exhibited in Todd-AO in 31 overseas installations by Christmas, aecording to A. E. Bollengier, vice-president and treasurer of Magna Theatre Corp. Bollengier has just returned here from a three-week tour of most of the capitals of Europe in company with Albert Leonard, foreign sales manager for Magna.

Files Suit to Enjoin 'Bell' Opening Here

The Little Carnegie Theatre yesterday filed a suit in New York Federal Court seeking to enjoin the showing of Columbia's "Bell, Book and Candle" at the Fine Arts Theatre next month until the Little Carnegie has been given the right to negotiate for the picture. Named in the action, in which $300,000 triple damages are sought, are Columbia, Kingsley International Pictures, Fine Arts, and Richard Davis.

In the suit plaintiff charges Davis, Columbia and Kingsley with making an agreement under which Davis, owner of the Fine Arts, gets all first-run "art" pictures of the two companies. Cited is an alleged deal in which Davis is charged with leasing a theatre in London, England, and then turning over the lease to Columbia and Kingsley.

Columbia officials, contaeted at the home office yesterday, said they had no comment to make on the suit.

SMPTE Meets Tonight

Videotape will be the featured subject at the regular meeting of the New York Section of the Society of Motion Picture and Television Engineers slated tonight at the World Affairs Center Auditorium. The CBS and NBC installations will be discussed and Thomas J. Mcrson of Ampex will present a report on videotape splicing.

AB-PT Deal

(Continued from page 1)

owned subsidiaries of American Broadcasting - Paramount Theatres, Inc., following two weeks of negotiations in the East with Sidney Markley, vice-president of AB-PT, Inc., it was announced here today.

As part of the overall agreement, effective Jan. 1, 1959, Levin and Mandell, who have been under exclusive contract to AB-PT since November, 1956, are immediately free to form their own company and pursue their efforts in all phases of the entertainment field. Terms of the deal were not disclosed.

By virtue of this transaction, Levin gains the negatives of all completed pictures, including all residuals, plus eight story properties.

Mandell to Stay

Mandell, who has been associated with Levin for the last five years, will continue on with new firm as vice-president and general manager in charge of all business and administrative affairs.

Larry Clement, formerly motion picture and television loan officer with Bank of America for a period of 10 years, and more recently assistant treasurer and controller of AB-PT, joins Levin's new organization as secretary-treasurer.

AB-PT Pictures Corp. and AB-PT Distributing Co. Inc. were formed in the latter part of 1956.

Paramount's

THE BUCCANEER

CECIL B. DEMILLE presents tremendous action with a tremendous theme . . .

THE PICTURE with
THE BOXOFFICE CAST

starring

YUL BRYNNER — CLAIRE BLOOM — CHARLES BOYER

co-starring

Inger Stevens — Henry Hull — E. G. Marshall

also co-starring

CHARLTON HESTON as Andrew Jackson

Produced by Henry Wilcoxon — Directed by Anthony Quinn

Technicolor® — VistaVision®

selected PICTURE OF THE MONTH FOR DECEMBER by seventeen Magazine

Pressbooks

(*Continued from page* 1)

company's pressbooks were late at times. This was due, he said, to the fact that Spyros P. Skouras insists on releasing pictures as fast as they are finished instead of allowing them to "lie around and season."

Martin Davis and Joseph Friedman of Paramount said they could not promise earlier release of the campaign books.

This led into explanations that some companies with independent producers' pictures had to wait for the approval of these producers. Charles Simonelli of U-I said his company's campaign material had been prepared well in advance of release in the past, but he could not predict this situation would continue.

The discussion took in the use of radio and TV, with some criticism of the spot announcements contained in press sheets.

In the course of this phase of the discussion Ernest Emerling of Loew's Theatres said that he did not consider press sheets of great importance for first run theatres.

Mandel, Goldberg, Goth Heard

Harry Mandel of RKO Theatres, Harry Coldberg and Edgar Coth of Stanley Warner, and several other theatre men also aired their views.

After lunch yesterday the conferees saw a screening of United Artists' "Anna Lucasta" and, after dinner at Paramount, that company's "The Black Orchid" (both to be reported in The DAILY tomorrow). Analysis and discussion of campaign plans followed each screening. Today, "Rally 'Round the Flag, Boys!" will be screened and discussed at 20th Century-Fox and "The Voyage of Sinbad" at Columbia.

In addition to those attending Monday's sessions, exhibitor guests at yesterday's screenings included Willard Matthews, Comerford circuit; Harry Mandel, RKO; Tom Rogers, Trans-Lux; Charles M. Reagan, Creater Indianapolis Amusement; Paul Baisse, Walter Reade; and Dan Finn, Astor theatre, Boston and the E. M. Loew circuit.

Kodak Board

(*Continued from page* 1)

the new executive committee are Thomas J. Hargrave, chairman of the Kodak board, and Albert K. Chapman, president.

The directors also elected William S. Vaughn as vice-president and general manager of the company, to succeed MeMaster. In their announcement, the directors said that the executive committee will function as a committee of the board and will act for the board when necessary in interim periods between board meetings. The directors also declared a quarterly cash dividend of 65 cents a share and an extra dividend of 25 cents a share on the common stock. They declared the regular 1½ per cent quarterly dividend ($1.50) on the preferred stock. These dividends are payable Jan. 2 to share owners of record Dec. 5.

Universal's advertising and publicity executives, with the star of "Perfect Furlough," Linda Cristal, are introduced by Martin Quigley, Jr. at the start of the discussion of that Universal picture at yesterday's Merchandising Conference session. Left to right, Jeff Livingston, Miss Cristal, Charles Simonelli, Quigley, Philip Gerard.

M. P. DAILY picture

UA's Earnings

(*Continued from page* 1)

1,276,148 shares outstanding on September 27. This compares with net earnings of $1.85 per share for the first nine months of 1957, after adjusting the shares then outstanding to the number outstanding at September 27, 1958.

UA Ad-Publicity

(*Continued from page* 1)

was told yesterday by Bruce Eells, executive vice-president of UA-TV.

Roger H. Lewis, national director of advertising, publicity and exploitation for United Artists, the parent company, explained at yesterday's meeting the adaptation processes by which his staff will promote the UA-TV productions. "Field men in our 33 key exchange areas," he said, "know how to arrange merchant tie-ups and window displays, organize star tours, plant publicity stories with the press and effectively follow through on tailor-made campaigns, one of which will be designed for each TV series."

Discussing the TV projects coming up for UA-TV, Eells referred particularly to Bryna Productions' "Vikings" series, Cypress Productions "Dennis O'Keefe Show" and "Hudson's Bay," North Star Productions' "Troubleshooters" and Hyman Brown's "International Airport," each of which is being filmed as 39 half-hour programs financed and distributed through UA-TV.

To Raffle Chevrolet At Pioneers' Dinner

A 1959 four-door Bel Air Chevrolet sedan will be raffled off at the 20th anniversary Motion Picture Pioneers' dinner honoring Robert S. Benjamin and Arthur B. Krim as Motion Picture Pioneers of 1958.

Drawing of the raffle will take place at the Waldorf-Astoria Hotel on Monday, where the dinner will be held. Proceeds will be donated to the Foundation of the Motion Picture Pioneers benefitting Pioneers in need of financial assistance.

Outline Campaign for Universal's 'Furlough'

Circuit executives attending the product merchandising forums sponsored this week by *Motion Picture Herald* on Monday night saw Universal's "The Perfect Furlough" at the Paris Theatre. A discussion of the exploitation possibilities was then held at the U-I home office yesterday morning.

Charles Simonelli, eastern advertising and publicity head for U-I, said the technique of building the picture as an attraction has been the same to date as was used on the famous 'Francis," the talking mule. He also stated that after many favorable audience reactions the Sindlinger Research organization was employed to clock the laughs. That company reported 287 laughs. This is to be used as an important part of the advertising campaign. Another catchline is "first picture ever offered with certified laughs."

Jeff Livingston, eastern advertising manager, gave the principal details of the ad campaign and predicted the picture would add to the "joie de vivre." Simonelli explained that Livingston had picked this up in France last year.

Philip Cerard, eastern publicity manager, asked for and received a number of suggestions on handling the publicity. All three promised to act on all suggestions received. Simonelli presented Linda Cristal, one of the stars of the picture, and said she would be available for personal appearances on requests received early.

The picture will be made available for one-night showings New Year's Eve.

GPEC Net Drops

General Precision Equipment Corp. had consolidated net income of $915,612 for the nine months ended Sept. 30, it was reported by Hermann C. Place, chairman of the board. This compares with $3,616,978 for the same period last year. Net income for the three months ended Sept. 30 was $160,678, compared with $954,725 for that period in 1957.

Rank 'Night' Shown at Herald Product Forum

By CHARLES S. AARONSON

Circuit executives attending the *Motion Picture Herald*'s three-day series of product merchandising conferences on Monday afternoon attended a screening of "A Night to Remember," the J. Arthur Rank presentation, at the Bonded Film Projection Room.

Following the screening, after introduction by Martin Quigley, Jr., the session was opened by Kenneth Hargreaves, president of Rank Film Distributors of America. Participating in the discussion for Rank were Geoffrey Martin, advertising and publicity director; Steve Edwards, publicity director; Andy Gebstaedt, and William Schneider, of Donahue & Coe, advertising agency.

'New Concept' Promised

The British promotional material on the film was shown and discussed, and the point was made that practically all of it is available and adaptable to this market. Stress was laid by the promotion men present on the selling problem stemming from the fact that a film on the same subject was made several years ago, and that there was a comparatively recent double exposure, five weeks apart, of a TV show based on the same Robert Lord book of the *Titanic* sinking. For that reason it was emphasized the campaign in connection with the launching of the Rank film will stress a "new concept" in the presentation of the catastrophe.

Schneider showed and explained the technique and approach of the advertising campaign devised for the New York opening, which, Hargreaves explained, would be on a hard ticket basis to give the film added prestige value. The advertising, it was indicated, could be adapted to the local level very easily. It featured a silhouette effect of the ship, on a spread, one on an even, horizontal keel, the other up-ended, vertically, as though sinking. It was agreed that it made for a most effective eye-catching display. A suggestion for a variation in the illustration by one of the promotion men was welcomed and praised by Hargreaves and Schneider.

Praised by Edwards

Edwards cited the publicity plan for the film and exploitation material was shown and explained by Martin. Contact with and stories about and by survivors of the disaster shaped up as important promotional material, it was indicated.

Ohio Circuit Schedules Pre-Christmas Closings

Special to THE DAILY

CLEVELAND, Nov. 18.—For the first time all theatres in the Washington Circuit, owned by M. B. Horwitz will be closed three days before Christmas this year. Previously the houses were closed only on Christmas Eve. Theatres affected are the State and Falls in Cuyahoga Falls; the Astor, Plaza and Haltnorth, Cleveland.

Tent 35 Gives Cancer Care

(*Continued from page* 1)

dt said, are the facilities of the Trafalgar Hospital here, which are ed with the general community vice of the Institute of Applied logy which, along with the hospi- is supported in part by the New k Tent.

'It is our hope," Meinhardt said, "at our program eventually will w so that we will be in a position provide hospital and laboratory care well."

Tent No. 35's fund raising program s explained by Richard Brandt, o spoke in place of his father, rry Brandt, who was unable to at- d because of illness. Harry Brandt viously had agreed to serve as pres- nt of the Tent's Cancer Control search Foundation.

11 Theatres Participating

Anyone making a contribution of 00 to the Cancer Control Research undation of Tent No. 35 will re- ve a pair of tickets to each of ten adway premieres of outstanding tion pictures. Brandt reported that addition to the film companies, the lowing theatres have agreed to par- ipate: Capitol, Loew's State, Roxy, w York Paramount, Astor, Victoria, ns-Lux Normandie, Plaza, Criterion d Warner Cinerama. The Tent will provided with 200 tickets to each these premieres. The objective is 0 donors, which will put $50,000 in treasury.

Martin Starr, whose new Broadway-Hollywood radio program over the ABC-TV network started Monday night, pledged his cooperation in obtaining radio and television personnel for Variety Club membership. Harold Klein was chairman of the luncheon. Guests included Sal Mineo and Julie Newmar, the latter co-starred with Charles Boyer in the current Broadway play "Marriage-Go-Round."

Sherman Pratt, president of the Trafalgar Hospital and the Institute of Applied Biology; Michael Bromhead of British Lion Pictures; and Ned Shugrue of Will Rogers Memorial Hospital, were introduced to the membership.

Urges Playing of Club's Film

Meinhardt urged New York exhibitors to book the Variety Club film, "The Heart of Show Business," distributed by Columbia Pictures, which now includes the clip covering Tent 35's work on the cancer research project. He requested Tent members interested in chartering a plane to the Las Vegas international convention next March 31-April 3 to communicate with him. A minimum of 80 is needed and a considerable discount in round trip fare is possible, he said.

Meinhardt also disclosed that most of Tent 35's members who formerly belonged to the old Motion Picture Associates have agreed to make their death benefits issued by that organization payable to the Cancer Research project.

One Man's TViews

By Pinky Herman

COMES Thursday, Jan. 1, you'll witness the Rose Bowl Game with the compliments of Gillette Razor for the 8th NBConsecutive year. Neither the contending teams nor the athletes have as yet been named but millions of fans will be treated to new plays. . . . There have been many cases in the past when it has been discovered that a singer can act and for proof we can cite artists including Frank Sinatra, Pat Boone, Rosemary Clooney, Rudy Vallee, Harriet (Hilliard) Nelson, Nelson Eddy, Johnny Desmond, just to mention a few. But William Morris Agency has just come up with an actor, Alan Spilton, who has been featured on numerous TVehicles including "The Phil Silvers Show," "Martha Raye Show," "Sid Caesar Show" among others, who can really belt out a song. Alan's initial wax effort, on the Monocle Label, is titled, "Daydreams" which will be nationally released Friday and which we think will zoom the handsome youngster into the big (music) time. . . . That party which his Lambs Club committee tossed in his honor Monday nite at Teddy's bistro in Greenwich Village made Mickey Alpert a happy man indeed. Mickey has officiated at similar affairs for hundreds of Broadway, TV and cinema artists and it was high time the honor was reversed. Speechmakers included Harry Hershfield, Bert Lahr, Bert Wheeler, William Gaxton and Lee Sullivan. . . . Did you know that Cecile Cowan, who'll soon be seen in the forthcoming Frank Sinatra flicker "Hole in the Head," and named by Lou Walters, "The Ziegfeld Girl of 1959," holds B.A. and M.A. degrees from U. of Florida and taught school prior to becoming an actress? . . .

☆ ☆ ☆

Years ago down in Philadelphia, a gracious lady named Alice Clements started producing a radio program, "Horn & Hardart Children's Hour," which brought many a talented youngster to national acclaim. One of them, a bright, ruddy-faced bundle of unusual talents was named Red Benson who sang, danced, told funny stories and eventually hit the Main Stem. Red is now a songwriter, recording artist, one of the town's best-liked emcees and is easily one of the most-listened-to deejays (WPEN) around. . . . In but two years since he joined Olmsted Sound Studios, Joe Ryan's engineering prowess is the talk of Madison Ave. . . . With the resignation of Yvonne Doraye, Leo Levine takes over as record librarian at WNTA, Newark. Leo is on easy speaking terms with DISCiples of music ranging from, Bach and Beethoven to Boogie-Woogie and Berlin. . . . Wee Willie Webber, handsome 6 foot emcee of the WFIL "Breakfast Club" every morning, will harmonize an "I do-et" Nov. 22 with beautiful Connee Russell. Incidentally, this popular TV series is produced by Howard Ennis, ably assisted by Toby DeLuca. . . . Robert Q. Lewis knows an actor who is a stand-by for TV Westerns—he's a gun-derstudy. (don't shoot—cain't yu see we ain't totin' a gun?) . . . If "Meet McGraw" does well as an ABC Syndication series, (the Frank Lovejoy series will be ABChanncIled starting Sun., Nov. 23) that net will shoot additional segs.

Red Benson

RKO Theatres

(*Continued from page* 1)

the Hotel Warwick here tomorrow, was announced by Harry Mandel, e-president in charge of theatre erations. Sol A. Schwartz, president RKO Theatres, will greet the maners at the all-day session which will presided over by Mandel. Matthew lon, chief film buyer for the cirit, will discuss future bookings.

Five Will Give Talks

Representatives of producing comnies will also address the meeting. ese include William Brumberg of arner Brothers, Abe Goodman, 20th entury-Fox and Charles Simonelli, ff Livingston and Phil Gerard of niversal-International, who will talk merchandising their respective mpany's productions soon to reach KO screens.

Fred Squire, comptroller; Charles orstman, theatre maintenance; Lee oken, concessions, and other departent executives will go over their parcular branches of operations. Tom rehan, assistant to Mandel and dision managers of the New York etropolitan area will also attend.

UA 'Mother' to Bow

The world premiere for Allied Arts' "Unwed Mother" has been cheduled for Tuesday, Nov. 25, at ne Town Theatre in Norfolk, Va.

Catholic Filmgoers

(*Continued from page* 1)

introduction into this mass medium of subject matters which are more properly suited for restricted audiences; the sex-sensational exploitation in advertising; the duplicity of some companies in the handling of those films which have been condemned by the Legion and do not bear the seal of approval of their own organ of self-regulation."

The Bishop also warned parents "of the dangerous cumulative effect which horror, pseudo-scientific and crime films can have upon the moral health and intellectual development of their children." He commended "one major company of whose 48 pictures released, 44 received an approved classification."

Reviewed 323 Pictures

The Legion reviewed and classified 323 pictures, of which 280 were American and 43 were foreign. Of American films, 97 (34.64%) were unobjectionable for general patronage; 79 (28.22%) were approved for adults and adolescents; 65 (23.21%) received an "adults only" classification; and 39 (13.93%) were objectionable. None were condemned.

Of foreign films, nine (20.93%) were approved for all; seven (16.22%) were restricted to adults and adolescents; eight (18.60%) were limited to adults; 12 (27.91%) were objectionable; and five (11.63%) were condemned. Two films (4.65%) received a separate classification, which is given to certain films which, while not morally offensive, require some analysis and explanation.

Last year the Legion reviewed 418 pictures, of which 335 were American and 83 foreign. Of the American 109 (32.54%) were objectionable.

The Legion attributes the marked decrease in films classified objectionable to the new category for adolescents. It enables more films to be placed in an "adults only" class, and fewer in an "objectionable" class.

The study of radio and television programming undertaken last year has not been completed.

The committee announced, however, the appointment of Bishop John K. Mussio of Steubenville, Ohio, as episcopal moderator of the Catholic Broadcasters' Association.

The CBA, as association of laity and clergy engaged in the production of religious radio and TV programs, has not had an episcopal moderator. The Very Rev. Celestin J. Steiner, S. J., president of the University of Detroit, heads CBA. The step was taken, the bishops' committee said, "to further the Catholic contribution presently being made to the media of radio and television in the form of religious and educational programs."

Bishop Lawrence J. Shehan of Bridgeport, Conn., has been elected a new member of the Episcopal Committee. Executive secretary of the Legion is Msgr. Thomas F. Little, and assistant executive secretary is Rev. Patrick J. Sullivan, S. J.

We just saw THE SHERIFF OF FRACTURED JAW. This was a most delightful experience.

It is fresh and different entertainment. This is a story of a typically proper Englishman who stumbles into the job of a gun-toting Sheriff in the Wild West. Kenneth More will delight American audiences in this role, and Jayne Mansfield emerges as a new personality – you will be amazed by her performance.

We are making THE SHERIFF available for special New Year's Eve shows prior to its general release in mid-January, and I strongly urge exhibitors to contact their local 20th exchange now and reserve prints.

Sincerely,

Alex Harrison
General Sales Manager

P.S. – We have a slogan for this picture: "**Ask the man who saw it.**"

20th is with it for New Year's Eve!
Get with 20th today!

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 84, NO. 98 NEW YORK, U.S.A., THURSDAY, NOVEMBER 20, 1958 TEN CENTS

Formative Stage

tudy MPA Seal' for dvertising

cription Might Also lude PCA Insignia

ans for imprinting on all advertis- of member companies of the Mo- Picture Association of America egend that the advertisement has approved by the MPAA's Adver- Code Administration are being loped by the subcommittee of the on Picture Assoeiation's advertis- ublicity directors committee.

e inscription on the copy that t also include the statement that picture advertised has a Produc- Code Administration seal, the in- a of PCA-approved film content he past 25 years.

rpose of the inscriptions would differentiate industry-approved opy and promotion material for -approved pictures from import- r "quick-buck, wildcat" produc- that run into difficulties most

(*Continued on page* 2)

anoke Papers Warn ibitors on Ads

Special to THE DAILY

CHMOND, Nov. 19. — All ex- ors in the Roanoke area have advised by letter that the Times he World-News of that city will accept advertisements "that in- copy and illustrations which are r, indecent, suggestive or gen- offensive to good taste."

e letter, signed by G. A. Smith,

(*Continued on page* 2)

Studio's Activity Peak; 1,419 Busy

From THE DAILY Bureau

OLLYWOOD, Nov. 19. — With high-budget productions being ared for January starts, four other res in various stages of being

(*Continued on page* 5)

EVISION TODAY—page 5

Conference Guests Hear Value of Book Tie-ins for Fox's 'Rally'

By RICHARD GERTNER

The first screening of Leo McCarey's "Rally 'Round the Flag, Boys!" for home office executives of 20th Century-Fox, held yesterday morning at the Little Theatre, was also attended by circuit executives and advertising and publicity chiefs participating in the product merchandising conferences sponsored by *Motion Picture Herald* this week. The print shown was a "rough cut," flown in from the studio for the special screening.

The picture, which stars Paul Newman, Joanne Woodward, Joan Collins and Jack Carson, is based on the best-selling novel by Max Shulman. 20th-

(*Continued on page* 5)

Sees 'Greatest Story' A 'Responsibility'

By FLOYD STONE

George Stevens, whose decision to make "The Greatest Story Ever Told" was told to the public yesterday by wire services and newspapers, yesterday afternoon assured a crowded press conference at 20th - Fox's home office his decision was long in the making, he'd held back because of his feeling about responsibility to the subject, and now he and the company have ac-

George Stevens

(*Continued on page* 2)

Exhibitors Debate UA's 'Lucasta' Campaign

By JAMES D. IVERS

(Picture on Page 4)

A lively discussion on whether United Artists' "Anna Lucasta" should be sold as a "sensational" picture, a "class" or art house subject, or simply as a warm human drama, featured the UA section of the product merchandising conference sponsored by *Motion Picture Herald.*

The advertising campaign prepared by UA for the scheduled openings of the picture in Chicago, Los Angeles and New York was presented by Roger H. Lewis, director of advertising, publicity and exploitation, who declared that he and the com-

(*Continued on page* 4)

Jack Warner Scheduled To Fly Home in 10 Days

Jack L. Warner, president of Warner Bros., is scheduled to return to his West Coast home Dec. 1 from his Riviera residence where he has been recuperating from serious injuries received in an automobile accident last August, it was reported here yesterday.

Warner is expected to make the

(*Continued on page* 2)

Landis Scores House Committee For 'Interference' in Toll-TV Field

From THE DAILY Bureau

WASHINGTON, D.C., Nov. 19.—James M. Landis, authority on administrative law and former dean of Harvard Law School, today was critical of some Congressional committees for seeking to "interfere in the shaping of policy by the administrative agencies" of the Federal government.

The most patent of these activities, he said, "is the recent action of the House Committee on Interstate and Foreign Commerce in setting aside a carefully worked out program of the Federal Communications Commission in the field of subscription television."

Mr. Landis spoke at a panel discussion on the relation of the administrative agencies to both Congress and the Executive branch, sponsored by the House Subcommittee on Legislative Oversight. Representative Oren Harris (D., Ark.), is chairman of the committee, and also heads the Committee on Interstate and Foreign

(*Continued on page* 5)

Including Title

Bids Exhibitors Draft Complete Film Campaign

Pickman, at Herald Forum, Allows for Ample Time

By SHERWIN KANE

Showmen were offered an opportunity to create a complete merchandising campaign for Paramount's "The Black Orchid" during the Tuesday night product merchandising conference, sponsored by *Motion Picture Herald.*

Jerome Pickman

Jerome Pickman, Paramount Distributing Corp. vice-president in charge of advertising-publicity - exploitation, explained following a screening of the Carlo Ponti-Marcello Girosi production starring Sophia Loren and Anthony Quinn, that plan-

(*Continued on page* 4)

Foreign Dep't. Men Screening Soviet Films

Foreign department representatives of major companies are nearing the end of screenings of Russian films here which their companies will be distributing when the cultural exchange agreement in films is implemented. No method of allocating dis-

(*Continued on page* 2)

Disney Items to Be Sold In Theatres, Thru ABC

Walt Disney Productions and ABC Vending Corp. have closed an agreement for a merchandising program which will see toys and other novelty items based on Walt Disney films sold at theatres across the country. A start will be made in February with the release by Buena Vista of "Sleep-

(*Continued on page* 2)

PERSONAL MENTION

ERIC JOHNSTON, president of the Motion Picture Association of America, is scheduled to return to Washington today from the West Coast.

•

ARTHUR KRIM, president of United Artists, and ROBERT BENJAMIN, chairman of the board, will return to New York over the weekend from Hollywood.

•

JOSEPH WOHL, president of International Film Distributors, Inc., will leave here next Wednesday for Puerto Rico, Trinidad and Caracas.

•

CHARLES LEVY, Buena Vista advertising-publicity manager, and BOB DORFMAN, head of exploitation, are in Boston today from New York.

•

BRUCE EELLS, executive vice-president of United Artists Television, left New York yesterday for Hollywood.

•

WILLIAM H. ANDERSON, Walt Disney Productions vice-president in charge of studio operations, returned to New York from London this week via B.O.A.C.

'Greatest Story'

(*Continued from page* 1)

cepted it, enthusiastically, hopefully, seriously.

Company president Spyros Skouras declared yesterday was for his firm "one of the great days," especially in its desire to keep theatres open. He added in Stevens it has a man who has "contributed greatly to that goal." No man is better qualified, he said, and praised Stevens as "one of the great men of the motion picture industry." He said Stevens will make the film exclusively, independently; he will plan, direct, cast, publicize, even exploit. All 20th-Fox will do, he said, "is supply the money."

Stevens said: "We have what is needed to make this film." Sets and lavishness are unimportant, he continued. The picture should get quickly "to the heart of the matter."

He will spend most of next year in study and research. He will perhaps start shooting late next year. He may have it ready for release in late 1960. He will make much in the Holy Land.

He was asked whether he'd shoot in Jerusalem, and said too much of it was too up to date. Perhaps nearby. Would he shoot in Israel? He doesn't know. Told if he did, perhaps many countries wouldn't accept it, he said that would be unfortunate.

Study 'Seal'

(*Continued from page* 1)

frequently with newspapers and civic watchdog groups.

The plan discussions include the possibility if imprinting the same identifying legends on press books and other promotion material. The plan supplants another, proposed earlier, for imprinting a special insignia or seal on ads approved by the ACA, similar to the Code seal insignia on title frames of films.

The plan is still in the formative stage and remains to be submitted to and acted upon by the main advertising-publicity directors committee.

Roanoke Papers

(*Continued from page* 1)

Jr., manager of retail advertising for both papers, states that it "is not intended as an indictment of any individual or the theatre management as a whole. We know," the letter says, "that in most instances the advertising is selected from a 'press book' furnished by the producer but the fact remains that the type of copy mentioned is unacceptable for publication in these newspapers."

Says 'Good Taste' Will Sell

The Times-World Corp., owner of the papers, also is owner of television station WDBJ.

"We believe," the letter observes, "that a product with merit can be sold to the public with advertising in good taste and that illustrations and copy which appeal to the base instincts of nature are unnecessary as well as undesirable."

So far as could be learned, there have been no recent instances of advertising submitted by a local theatre having been rejected. Hence, exhibitors in the area profess to be in the dark as to what brought on the letter of admonition.

Disney Items

(*Continued from page* 1)

ing Beauty," and will be followed at Easter by the same distributor's "The Shaggy Dog."

The announcement of the new plan was made yesterday by Vincent H. Jeffords, head of U.S. merchandising for Walt Disney Productions, and Benjamin Smerling, executive vice-president of ABC. Edward J. Biel has been named coordinator of the merchandising division of ABC, with headquarters in Long Island City.

Goldstein Touring

HOLLYWOOD, Nov. 19. — Morey Goldstein, vice-president and general sales manager of Allied Artists, left here to launch a nationwide tour of the company's exchanges, where he will have meetings with local exhibitors regarding forthcoming product.

Symposium on Foreign Films at AMPA Lunch

Three authorities on the impact of foreign pictures on American audiences and the U.S. film industry will be the principal speakers at a luncheon-symposium sponsored by the Associated Motion Picture Advertisers at the Piccadilly Hotel here on Tuesday. The speakers will be Richard P. Brandt, president of Trans-Lux Distributing Corp., and Trans-Lux Theatres Corp.; Bosley Crowther, movie reviewer of the New York Times, and Don Velde, veteran publicist and advertising executive.

According to Bob Montgomery, AMPA president, the subject and the speakers were selected because of the success which foreign films have made in this country and the increasing interest in imports in the American market—and the effect this will have upon industry people and their jobs.

'Sinbad' Float to Tour Country for Openings

Columbia will put its show on the road for "The 7th Voyage of Sinbad." A giant float, complete with Arabian Nights exhibits and genie from the picture, will go on the road immediately after its premiere appearance in the Macy Thanksgiving Day parade in New York and keep going at least until Christmas, and perhaps longer.

The tour, covering Westchester, Philadelphia, Baltimore, Washington, Pittsburgh, Chicago, Milwaukee and points in between will be keyed to December openings of the picture in more than 300 situations.

The itinerary after Christmas will be determined by later bookings of the film.

AIP Offers Package: Dual Bill, One Story

From THE DAILY Bureau

HOLLYWOOD, Nov. 19. — A double bill, the second feature of which will be a sequel to the first, has been scheduled as a novel program package by American International pictures, it is announced by James H. Nicholson and Samuel Z. Arkoff.

The first feature, "End of the World," will deal with events leading up to a global finale. "Last Woman on Earth," which will be a sequel to "End of the World," will carry over to its cast one of the women in the preceding feature, who will survive the end with seven men. Each picture will be complete in itself.

'U' Party for Linda

Universal will be host to Linda Cristal, star of its forthcoming release, "The Perfect Furlough," at a reception at the Harwyn today.

Jack Warner

(*Continued from page* 1)

return plane trip by the Polar route without a stopover in New York.

Meanwhile, the Warner schedul calls for completion of the remova of the last of the home office depart ments to the Burbank studios by th end of next week. Thus, the chang should be completed by the time o Warner's return. A final contingen headed by executive vice-presiden Benj. Kalmenson is scheduled t leave for the Coast late next week.

Foreign Dept. Men

(*Continued from page* 1)

tribution of the seven Soviet film has been set yet.

Screened for the foreign depart ment men in the past few days wer "Circus Artists," "Swan Lake," an "The Cranes Are Flying." Today, "Th Idiot" will be screened, followed b "Othello" tomorrow, and a final tw will be screened next week. "Th Captain's Daughter" was screene earlier.

U.S. Films on Way Over

A final shipment of additiona American films from which the So viets are to select the remaining fou of their quota is on its way to Mos cow. Indications are it will be severa weeks before the Soviets make th last of their seven selections of total of 10 American films for di tribution there. Originally, the fina selections were to have been made b Nov. 12.

Soviet Delegation to Visit Studios Dec. 1

From THE DAILY Bureau

HOLLYWOOD, Nov. 19. — An o ficial delegation of Soviet represent tives is expected here Dec. 1 for three-day visit. They will be escorte by Kenneth Clark, Motion Pictu Association vice-president.

In the group are Yury Zhuko chairman of the Council of Ministe Committee for Cultural Relatio with Foreign Countries; his inte preter, V. Vokhrushev, both of Mo cow, and Mrs. Anver Mamedova, a sistant cultural attache at the Sovi Embassy in Washington, a previou visitor here.

Pickman, Davis Meet

Jerome Pickman, Paramount vic president and director of advertisin publicity and exploitation, and Mart S. Davis, assistant director, tomorro will hold a trade press conference the Paramount home office to repo on new product promotional develo ments. Intensified advertising, pu licity and exploitation activity in 19 at Paramount will be among the topi discussed by the executives.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Sto Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vinc Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Wa ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefel Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-Pre dent and Treasury; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a ye as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as seco class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 1

"BE MY GUEST DECEMBER 1ST!"

WARNERS' NATION-WIDE THEATRE SCREENINGS DEC.1 !!

ALBANY
Madison 2:00 PM
ATLANTA
Rhodes 10:30 AM
BOSTON
Allston
Copitol 2:30 PM
BUFFALO
Kenmore
Colvin 2:00 PM

CHARLOTTE
Dilwarth
10:00 AM
CHICAGO
Century 10:15 AM
CINCINNATI
Hollywood
2:00 PM
CLEVELAND
Colony 2:00 PM

DALLAS
Palace
9:30 AM
DENVER
Ogden 2:30 PM
DES MOINES
Uptown
2:00 PM
DETROIT
World 1:30 PM

INDIANAPOLIS
Indiana 8.00 PM
JACKSONVILLE
St. Johns 9:00 AM
KANSAS CITY
Brookside
1:30 PM
LOS ANGELES
Fox Boulevord
1:30 PM

MEMPHIS
Warner 10:00 AM
MILWAUKEE
Worner 9:30 AM
MINNEAPOLIS
St. Louis Pork
Pork 2:00 PM
NEW HAVEN
Roger Sherman
10:00 AM

NEW ORLEANS
Famous 8:15 PM
NEW YORK
Criterion
10:30 AM
OKLAHOMA CITY
Midwest
10:00 AM
OMAHA
Center 2:00 PM

PHILADELPHIA
Logon 2:00 PM
PITTSBURGH
Manor
11:00 AM
PORTLAND
21st Avenue
2:00 PM
SALT LAKE CITY
Centre 10:00 AM

SAN FRANCISCO
Alhombra 2:00 PM
SEATTLE
Music Box 2:00 PM
ST. LOUIS
St. Louis
10:00 AM
WASHINGTON
Ambossodor
10.00 AM

WORLD PREMIERE
DECEMBER 4th
RADIO CITY MUSIC HALL

PEOPLE

Larry Knee, manager of the Stanley Warner Squirrel Hill Theatre, Pittsburgh, now closed, has been transferred to Cleveland and assigned to manage the circuit's Colony Theatre, succeeding **Ed Pyne,** resigned.

□

Mrs. Joseph W. Faith, widow of the Connecticut industry pioneer, has reopened the 500-seat Mayfair Theatre, Terryville, Conn., shuttered some two years ago.

□

William Goldman, head of William Goldman Theatres, Philadelphia, has been named with other leading Philadelphians by Mayor Richardson Dilworth to serve on the Mayor's All-Philadelphia 1960 Political Conventions Committee which will seek to bring the two political conventions to that city.

□

Seymour H. Graff, manager of the Orpheum Theatre; **Dorothy Solomon,** of the Oriental, and **Robert Solomon,** of the Victoria, are the three winners of $50 Savings Bonds in the competition of Loew's Theatres New York circuit managers in connection with the city-wide exploitation drive conducted recently for Columbia Pictures' "The Camp on Blood Island."

Pickman Urges Film Drive

(*Continued from page 1*)

ning of the campaign for the picture is just beginning and that since it will not be released until next March or April, there is plenty of time for exhibitors and their advertising-publicity aides to originate and send in the components of the campaign.

When a majority of the approximately two dozen exhibitors and theatre advertising-publicity executives at the conference expressed dissatisfaction with the picture's title, Pickman broadened his invitation to include a new title of the theatre men's choosing.

Final session of the product merchandising conferences was held yesterday afternoon at Columbia and will be reported in tomorrow's edition of Motion Picture Daily.

Pickman used the occasion, also, to commend Quigley Publications for sponsoring the three-day merchandising conference, to commend the showmen from out-of-town who participated in it and to express concern over the lack of interest in the welfare of their business on the part of those others who were invited to the conference but failed to appear.

Noting that about 25 per cent of the invitees were on hand for Tuesday night's conference, Pickman said the idea of holding the forum was as much his as anyone's and that he was giving it his enthusiastic support because he regarded it as one of the basic needs of the industry—mutual assistance in devising means of getting more people into theatres.

"I don't care what your problems of clearance, bidding, playing terms or anything else of that kind may be," Pickman said. "Your real problem is getting more people into your theatres and if you succeed in doing that, all those other problems are meaningless.

Deeries 'Indifferenee'

"These forums are one very direct means of getting more people into your theatres and I am disappointed that there were some exhibitors who were invited who did not respond. It is the same kind of indifference that was responsible for the inability of another business improvement effort by the industry to get off the ground."

"You people who are here," Pickman continued, "are the same ones who inevitably are in the forefront of attempts to better industry conditions. Those who are not here, all too often are missing from other worthwhile activities, too. It is all too symptomatic of what is wrong with this business."

Harry Goldberg, advertising-publicity director of Stanley Warner Theatres, answered Pickman by saying that he believed there were extenuating circumstances which applied to many exhibitors.

Cites Depleted Staffs

"Many of us are under-staffed," Goldberg said. "We would like to send many more of our people to conferences of this kind, but someone has to remain on the job and do the work."

Turning to the picture they had just seen and the task of devising a campaign for it from scratch, the consensus was that there were plenty of solid, saleable elements in the production—such as a heartwarming story, excellent performances by the stars and distinguished work by a fine supporting cast, with tremendous emotional impact.

The problem, it was agreed by the conferees, was how you let 50,000,000 Americans know that it has all these components and more.

Many Offieials Comment

Suggestions for the campaign were forthcoming in a wide variety from such showmen as Harold Brown of United Detroit Theatres; Robert J. O'Donnell, Texas Interstate Circuit; Edward Stuckey, Butterfield Theatres; Seymour Morris, Schine Chain Theatres; Willard Matthews, Comerford Theatres; Si Evans, Schine Theatres; Henry Capogna, Butterfield Theatres; Edgar Goth, Stanley Warner Theatres, Newark; Dan Finn, Massachusetts Theatres; and others.

Pickman and Martin Davis, his executive assistant, showed tentative drafts of ads on which work was suspended in order to await the theatremen's suggestions when the Quigley merchandising conference was called. They invited the conferees to discuss the picture with staff members when they return to their offices and to send in additional campaign suggestions later, since time allows.

Prior to the sereening of "The Black Orchid," the showmen were Paramount's guests for dinner in the home office dining room, to which the men returned for the conference following the screening.

WORKING CONFERENCE. Roge Lewis outlines the campaign fo "Anna Lucasta" at the Herald merchandising conference.
M. P. DAILY pictu

Talk 'Lucasta

(*Continued from page 1*)

pany would defend the ads "eve inch of the way" if newspapers other cities follow Chicago's lead rejecting the copy. The copy, rejecte by four papers in Chicago, he d clared, was in good taste, presente the subject matter of the picture fai ly, and had been approved by th Advertising Code Administration.

Points to Long Stage Runs

The original play, he added, ha long stage runs in every city of th country, including Chicago, witho objection or incident.

Harold Brown, United Detro Theatres, said that in his territory th picture would have to be sold on "sensational basis," Detroit being "action town."

Edgar Goth, Stanley Warne thought the campaign should be ta ored to fit either "sensational clie tele, class or art, or all-Negro," d pending on the patronage of the the tre. Paul Baisse, Walter Reade The tres, concurred.

O'Donnell Enthusiastic

R. J. O'Donnell, Texas Intersta thought the picture would do well almost any situation. It will be so in Texas, he said, as "earthy, ad entertainment."

Dan Finn, E. M. Loew circuit, d fended the production as a war human and sympathetic drama, whi could stand on its own feet witho sensational advertising.

IS B.B. A THREAT TO M.M.?

For the answer to this —

And other questions about foreign films —

* * *

ATTEND THE A.M.P.A. LUNCHEON

Tuesday, Nov. 25th at 12:15 P.M.

Georgian Room — Hotel Piccadilly

* * *

Arthur Mayer, Master of Ceremonies

* * *

Guest Speakers:

RICHARD P. BRANDT, BOSLEY CROWTHER,

DON VELDE

* * *

For reservations

PHONE: PLaza 3-2434 — HANS BARNSTYN

CLYDE GRIFFITH

TICKET: $3.50—includes luncheon and gratuities

* * *

Everyone welcome!

'Rally' Book Tie-in Praised

(*Continued from page* 1)

ox has scheduled the film for release February, and it was emphasized the exhibitors attending the forum llowing the screening that they have me two months to use the wealth of omotional material the company has epared before the picture opens in eir theatres.

Strong emphasis in the campaign r "Rally" is being placed on the ct that it is based on a book that as on best-selling lists for a full year its hard-back edition and is now oving equally popular as a paper-ck. In a discussion held before the cture was screened, Charles Einfeld, th-Fox vice-president in charge of vertising, publicity and exploita-n, told of this aspect of the promo-nal plans and then introduced two blishing executives who played a rt in making the book a success.

Doubleday Official Heard

The first was Walter Bradbury, ex-utive editor of Doubleday, which blished the hard-back edition. He d the exhibitors they should think his company as "not another com-titor" but a colleague with which ey could work to mutual advantage. ie great popularity of the book, he inted out, has provided a ready-ide audience for the film. This theo- was then amplified by Oscar Dystel, esident of Bantam Books, which aced a pocketbook edition of the ok on the market that proved so ccessful it went into a third print-g even before its release to news-nds. There are now 1,500,000 pies in print, he said, "each a sales-n for the film."

Dysel also told the exhibitors that a 0-man field force of the Curtis blishing Co. would be available to omote a film-book tie-up. Banners d posters on a "read the book and the movie theme" will be sup-ed, and theatre managers should ntact the Curtis personnel so that picture playdate can be imprinted this material.

Promotion Kits Supplied

After the screening of the picture omotional kits were passed out to conferees, and Einfeld explained eir contents. Included were credit eets, vital statistics, synopsis, a cketbook edition of the book, and stills, among other data. Einfeld n introduced several members of staff, who detailed the plans which ve been made for the film in their pective departments.

A promotional program for the film s started as soon as the book was rchased, Ed Sullivan, publicity di-rector, told the forum. He then recounted the large number of "news breaks" the picture has already received and others which are in the works for the future. Among the magazines mentioned were Redbook, This Week, Esquire, American Weekly, Saturday Evening Post, McCall's, Jet, Argosy, Cue, Cosmopolitan, etc. Sullivan also told of personal appearance tours planned by the picture's stars and McCarey.

TV Appearances Slated

Martin Michel, radio and television manager, pointed out that promotion over both media will extend through January and February and include taped interviews with the stars and director as well as personal appearances on TV. Programs already scheduled include the Ed Murrow and Ed Sullivan shows and Monitor, among others.

Innovations are planned, Michel said, for radio spots and TV trailers. On radio the approach will be "soft-sell" as opposed to "hard-sell," he explained and two examples were broadcast for the exhibitor audience. The television trailers will be animated cartoons which Michel said was a "first" for promotion of films over TV. He then introduced Tom Morrison of Terrytoons, which is preparing the cartoons, and the audience was given an idea of what the trailers will be like through slides projected on the screen.

Use of Trailers Urged

At this point Einfeld urged the exhibitors to make greater use of this type of publicity on TV. He said that 20th-Fox has prepared such trailers before at great expense and very few exhibitors bothered to employ them at all.

Ads prepared for the campaign were then shown to the forum and Abe Goodman, advertising manager, pointed out that they stress the best-selling book, McCarey, the four stars, sex, and gaiety to give patrons a strong idea of what the film is about. Goodman also described a teaser trailer featuring McCarey and Bob Hope, which will be ready in two or three weeks.

McCarey Will Tour

The final speaker was Rodney Bush, exploitation head, who reviewed several aspects of the campaign and said that McCarey will go on a personal tour of about 30 cities at which time "sneak" previews of the film will be held to build word-of-mouth. Critics are to be brought in from surrounding areas for these screenings.

Following the forum the exhibitors were guests of 20th-Fox at a luncheon.

'U' Studio

(*Continued from page* 1)

edited and scored, two big features and two TV series currently shooting and a number of TV commercials either before the cameras or in preparation, Universal-International is now enjoying a period of peak activity, with 1,419 employees in the payroll.

This is within 100 of the year's high employment mark set in September when three features were shooting.

Heading the list of January starters is "Spartacus," Bryna production for U-I release. Anthony Mann will direct for producer Edward Lewis, with Edward Muhl serving as executive producer for U-I.

Also set to start in January is "It's That Time Of Year" and "Operation Petticoat."

Television Today

ABC Notes Progress In Daytime Programs

By CHARLES S. AARONSON

The ABC-TV network is making substantial progress in the daytime program area in which it has launched a vigorous offensive for business this season, it was emphasized yesterday. The occasion was a one-day meeting of the network's 88 primary affiliates, held at the Sheraton East Hotel on Park Avenue. There were two sessions, broken by luncheon, with company executives outlining the network situation to date generally, but concentrating on the daytime programming field.

Goldenson Present

Alfred R. Beckman, vice-president in charge of station relations, presided. Also participating were: Oliver Treyz, president of ABC Television; Thomas W. Moore, vice-president in charge of programming; Donald W. Coyle, vice-president and general sales manager, and William P. Mullen, vice-president in charge of sales. Leonard Goldenson, president of the parent AB-Paramount, also was present.

Among the new series indicated for future programming were several from Warners, "The Alaskan," to begin next Spring; "Doc Holliday" and "Dial M for Murder," scheduled for the fall of 1959, and "The Fat Man," from Screen Gems, also for next fall.

The executives stressed their firm belief that prospects for the network for 1959 are extremely good, and that in the short time the current season's effort has been put forward, about six weeks only, there has been an increase in some ratings of as much as two-thirds. Treyz said: "The affiliates feel now that the ABC television network has come of age."

Study New Station-Break Plan

It was indicated that careful study has been given, and is continuing, on the possibility of having station breaks at half-hour instead of the present 15-minute intervals. Nothing has been determined as yet, it was said. The meeting was characterized generally by a feeling of encouragement that network prospects were excellent for this and next year.

Landis Scores

(*Continued from page* 1)

Commerce which Mr. Landis criticized.

Mr. Landis, who is special counsel for Skiatron Electronics & Television Corporation, said that instead of interfering with the work of administrative agencies, Congressional committees should direct their activities to "recommendations for legislation."

"Congress as a whole," he added, "can change and alter laws that it has enacted. But for a committee of the Congress to threaten reprisals in the event that its conceptions and predilections are not carried out is to attempt to destroy the very concept of the independent commission."

Buy Saturday Post Stories for TV Series

Jack Wrather, chairman of the board of Independent Television Corporation; Robert Gibbon, secretary of Curtis Publishing Co., and Robert J. Enders, president of Robert J. Enders Productions, jointly announced yesterday that an agreement had been reached by the three companies to complete production of a television series based on stories from "The Saturday Eevning Post."

A budget of $2 million has been set for the first 39 films, of which 18 have already been produced. Title for the series has not yet been selected.

Signs as ABC Affiliate

Station KPTV, Portland, Ore., has signed as an affiliate of the ABC Television Network, it was announced by George Haggarty, president of the station, and Alfred R. Beckman, vice-president in charge of ABC-TV station relations. The affiliation is effective immediately, and KPTV will become a primary affiliate May 1, 1959.

aircraft: COMET 4!
(pure jet!)
flight: MONARCH
(de Luxe and First Class only)
frequency: NIGHTLY
(leaves New York at 9 p. m.)
destination: LONDON!

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THE AMERICAN PREMIERE ON A RESERVED SEAT POLICY

of a

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starring

Kenneth More

in

A NIGHT TO REMEMBER

From the book by WALTER LORD

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Made at PINEWOOD STUDIOS in LONDON, ENGLAND

at the

CRITERION

45th and Broadway

New York City

at 8:30 P. M.

Tuesday Evening

December 16, 1958

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

.. 84, NO. 99 NEW YORK, U.S.A., FRIDAY, NOVEMBER 21, 1958 TEN CENTS

eaks in Boston

ewis Sees dustry Near xpansion Era

Ad Head Emphasizes vspapers' Vital Role

Special to THE DAILY

OSTON, Nov. 20. — The motion re industry is on the threshold new era of expansion and news- rs occupy a key position in real- this potential, Roger H. Lewis, nal director of advertising, pub- and exploitation for United Art- old a gathering of New England paper publishers and editors at oston Club today. The luncheon held by Ben Sack, prominent n exhibitor.

her speakers were Ilya Lopert Charles Levy and Bob Dorfman ena Vista. Sack, who has four town theatres here, announced

(*Continued on page* 5)

hing 'Automatic,' 0 Managers Are Told

ile many film attractions have matic" built-in merchandising s, nothing is really "automatic" day's competitive market, Abe man, 20th-Fox advertising direc- old managers of RKO Theatres e New York metropolitan area at uit business meeting at the Ho- Warwick here yesterday.

A. Schwartz, president of RKO

(*Continued on page* 4)

ide Ads Might Kill lustry: Younglove

Special to THE DAILY

LBANY, N. Y., Nov. 20. — The nt "sensational" advertising used omoting a number of motion pic- "may kill the industry," As- lyman Joseph R. Younglove, man of the Joint Committee on

(*Continued on page* 4)

EVISION TODAY—page 5

Flick Favors Soviet Film Showings Here; Sees Ample Precautions

Special to THE DAILY

ALBANY, N. Y., Nov. 20.—Dr. Hugh M. Flick, in a question-answer period following an address on "Censorship and Freedom" before the Communication Arts Guild of the Albany Catholic Diocese, at a dinner meeting in suburban Latham Tuesday night said he could see no harm in the exhibition by American theatres of Russian motion pictures as part of a cultural exchange program between the United States and the Soviet Union.

He held so because "this is something very carefully planned, and

(*Continued on page* 2)

'Sinbad' Print Order Raised, Forum Told

By JAMES M. JERAULD

(Picture on Page 3)

Reactions to "The 7th Voyage of Sinbad" have been so satisfactory that the print order has been raised from 350 to 400 and the picture is to be available for Christmas, Rube Jackter, general sales manager of Columbia Pictures, told the final session of the merchandising conferences sponsored by *Motion Picture Herald* Wednesday afternoon.

Three months ago, Jackter said, he told exhibitors wishing to contract for

(*Continued on page* 3)

585 M. P. Pioneers Will Attend Monday Fete

Some 585 film industry leaders will attend the 20th anniversary Motion Picture Pioneers' dinner honoring Robert S. Benjamin and Arthur B. Krim as Motion Picture Pioneers of 1958, it was announced yesterday by

(*Continued on page* 2)

REVIEW:

The Inn of The Sixth Happiness

Adler—20th-Fox—CinemaScope

INGRID BERGMAN has created the most memorable characterization of her brilliant career on the screen in "The Inn of the Sixth Happiness." This 20th Century-Fox picture, which Buddy Adler personally produced, is superior film-making in every respect. It tells an unusual story that is eventful all the way; it has action scenes that are vividly staged and well-integrated into the plot; it reaches a climax that not only carries strong suspense but emotional power. Its settings are meticulously designed; complete villages in China, where the major part of the action takes place, have been recreated in exact and authentic detail. And all are brilliantly photographed in CinemaScope and color by DeLuxe.

Buddy Adler

The result is a piece of entertainment which exhibitors can recommend without reservation to all types of audiences. It is particularly appropriate for the holiday period when it should pack them in everywhere.

At the heart of the film and giving it substance and drive is the

(*Continued on page* 4)

Program

Work Started On New Compo Activities Plan

Administrative Group to Study Successor to Coyne

A new program of activities for COMPO is in process of development, following the recent suggestion of the Motion Picture Association board of directors.

Still incomplete, the program proposes that COMPO handle industry legislative matters, including taxation, on Federal and state levels, industry-

(*Continued on page* 4)

Deneau Vice-President Of Para. Distributing

Sidney G. Deneau has been appointed a vice-president of Paramount Film Distributing Corp., it was announced yesterday by George Weltner, president. Deneau is Paramount's Western sales manager, and will continue in that position. The appointment is effective immediately.

Sidney G. Deneau

Deneau joined Paramount in 1953 in an executive sales capacity, and in 1956 was appointed

(*Continued on page* 4)

ACE Executive Group Meets This Weekend

The executive committee of the American Congress of Exhibitors will meet here tomorrow and Sunday in the Stanley Warner Corp. board room. The meeting will develop plans for an activities program and agenda to present to the ACE committee of 26, the overall administrative group, scheduled to meet here Dec. 12.

PERSONAL MENTION

EDWARD MUHL, Universal-International vice-president in charge of production, will leave Hollywood today for New York.

•

KENNETH CLARK, Motion Picture Association vice-president, is scheduled to return to Washington over the weekend from Hollywood.

•

WALTER E. BRANSON, RKO Radio vice-president in charge of worldwide distribution, has returned to New York from Canada and the Midwest.

•

HARRY GOLDSTEIN, Allied Artists exploitation representative, left here yesterday for a Miami vacation.

•

SID BLUMENSTOCK, Motion Picture Association coordinator of promotion for the 1959 Academy Awards telecast, returned to New York yesterday from the Coast.

•

FOSTER M. BLAKE, general sales manager for Rank Film Distributors of America, will return to New York today from Los Angeles.

•

CARLOS PLAZA ISQUIERDO, of Tropical Films, C.A., distributor in Venezuela for Allied Artists International, is in New York from Caracas.

•

MORTON DACOSTA, director, will return to New York on Dec. 1 from Europe.

•

MAUREEN O'HARA arrived here yesterday from Hollywood.

'Tables' Dual Premiere

"Separate Tables," Hecht-Hill-Lancaster's screen version of the Terence Rattigan international stage hit, will have a dual world premiere in New York at the Astor Theatre on Times Square and at the Normandie Theatre on 57th Street, Dec. 18, it was announced yesterday by William J. Heineman, United Artists vice-president in charge of distribution.

Col. Signs Brooks

HOLLYWOOD, Nov. 20.—Richard Brooks has been signed by Columbia Pictures to a seven-year, multiple picture deal as writer-director involving in excess of $1,000,000, it was announced today by Samuel J. Briskin, head of West Coast operations for Columbia. Although Brooks' contract at M-G-M expires shortly he still has one picture to do there.

Flick for Soviet-Film Shows

(*Continued from page 1*)

will be closely supervised and scrutinized." It will be, in effect, "an operation in a great big goldfish bowl," the ex-director of the State Education Department's Motion Picture Division commented.

Some 'Rip-Snorting' Propaganda

Asked whether during his term as director he had spotted "Communist propaganda in Russian films," Dr. Flick said that sometimes in Artkino releases "rip-snorting propaganda would break right out in the middle."

Under the New York State licensing law, the Division could do nothing about this. However, in foreign films like Hungarian and Chinese—containing "blatant propaganda for the Communist cause," the Division called the attention of "federal authorities" to the matter.

Pressed to state whether he had detected any Communist tinge in American-made pictures, Dr. Flick replied, "Matters pertaining to political philosophy were not within the law and purview of the Motion Picture Division." If Communist propaganda were caught—and Dr. Flick did not say any had been — the federal authorities would be notified.

Queried by Many

Answering another question — the number of them put by members of the press, radio, television and other media were the largest that he had ever tackled at one session — Dr. Flick, current executive assistant to State Education Commissioner James E. Allen, Jr., said he knew of "no workable method or process of censoring television."

He continued, "It would have to be international," pointing out that Canadian law prohibits the advertising of alcoholic beverages on the air and citing the fact that Buffalo television stations, beamed into the Dominion, advertise beer.

In one case, the Motion Picture Division called to the attention of an American television network the fact a film advertised for presentation over it had been refused a license by the Motion Picture Division. The web thereupon withdrew it from showing.

Flick assumed, although he did not know, that other films denied a New York State seal, may have been shown in the video medium.

Compared with Legion

The speaker agreed with the Rev. George St. John, moderator of the Guild, that the aims and objectives of the Motion Picture Division parallel those of the Legion of Decency. He pointed out, however, that "The State licenses for all the people," whereas the Legion of Decency "labors for a more specific audience" and therefore can take action which the Division may not.

The Legion, Dr. Flick continued, is "a supplementation" of the Motion Picture Division. He would not like to believe, he declared in reply to a question regarding "Baby Doll," that a Legion "C" rating could be turned to a picture's profit, that such a development were possible.

No 'Specific-Theatre' Licenses

In reply to an interrogation by Father St. John on whether "films in New York State are licensed for specific theatres," Dr. Flick said they are not. However, he believed desirable a system of "classifications"—"I have never yet come up with a perfect one—one which might not be exploited"—as in France and several other foreign countries.

The speaker agreed with Father St. John, who passed out copies of the 1957 "Censorship Statement of the Bishops of the United States," and read portions of it, that groups like the Communication Arts Guild could be of great assistance in making clear that "freedom and censorship, or regulation, are inseparable."

Dr. Flick also urged a "partnership by parents in the work of regulating" the most powerful communications medium yet devised.

Resent Horror and 'Burlesque'

He severely criticized "brutality and horror films"; believed that the "worst," from every viewpoint are "the girlie-girlie, burlesque pictures which play the exploitation circuit." No matter how much the Motion Picture Division cuts, the "fringe" producers and their distributors are "determined" to show these films, he said.

Dr. Flick was also critical of film advertising, and the tendency to "blow up a minor item into a major emphasis." He observed this phase would be considered at a public hearing in New York "next month."

List Ind. Earnings Down for 9 Months

Net earnings of List Industries Corp. and its subsidiaries, which include RKO Theatres, were $826,632 for the nine months ended Sept. 30, the company announced yesterday. This compares with net earnings for the same period last year of $1,670,284.

Cleveland Critic Dies

CLEVELAND, No. 20.—Jack Warfel, 49, feature writer and spot motion picture reviewer for the Cleveland Press, died suddenly of monoxide poisoning. He is survived by his mother and twin brothers.

M. P. Pioneers

(*Continued from page 1*)

William J. Heineman and Max Youngstein, co-chairmen of t dinner.

It was also announced that Rab Bernard Birstein, of The Actors' Tem ple, will deliver the invocation at t dinner to be held in the Starlig Room of the Waldorf-Astoria Ho Monday night. A cocktail reception the Sert Room will precede t dinner.

Adlai Stevenson will be gue speaker, and Bob Hope and Har Belafonte will share the entertainme stage at the affair.

AA 13-Week Sales Driv Will Honor Goldstein

From THE DAILY Bureau

HOLLYWOOD, Nov. 20.—Ste Broidy, Allied Artists president, tod announced a 13-week sales campaig to be called the Morey R. Goldste Appreciation Sales Drive. It will launched on Jan. 12.

The drive will honor Goldste vice-president and general sales ma ager, and will be a salute to his sal leadership. Goldstein is now on a n tionwide tour of the company's changes and is meeting with exhi tor groups.

Benjamin Heads Unit For Foundation Conce

Robert S. Benjamin, chairman the board of United Artists, has a cepted the post as chairman of t annual dinner concert of the Americ Israel Cultural Foundation. The co cert will be held Tuesday, Feb. 2, the Waldorf Astoria. Samuel Rub is president of the Foundation.

The Cultural Foundation mai tains a broad program to foster e tural development in Israel and p mote cultural interchange betwe that country and the United Stat

Name Morey Chairma

Wheelock H. Bingham, president R. H. Macy & Co., has appointed E ward Morey, vice-president of Alli Artists Pictures, chairman of the n tion picture division of the Commun Service Society of New York.

NEW YORK THEATRE

RADIO CITY MUSIC HALL—
Rockefeller Center • CI 6-4600
JEAN SIMMONS
"HOME BEFORE DARK"
DAN O'HERLIHY • RHONDA FLEMING • EFREM ZIMBALIST, JR
A Warner Bros. Picture
and GALA NEW STAGE SPECTACLE

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PEOPLE

elwin "Sully" Ginsler, sales man- r in Buffalo for United Artists, been named UA sales supervisor 16mm. films in Toronto. He is a ve of the Ontario metropolis.

□

lvin O. Herud, president of the plex of America division of Gera p., a subsidiary of List Industries p., has been elected a director of parent company.

□

bner D. Klipstein has been named ctor of national publicity for ros International Films and pub- y director of the 72nd Street Play- se here.

□

amuel Spring and Michael F. yer, industry attorneys, have ned a partnership for the practice law, with offices here at 30 East 1 Street.

□

ohn Danz, pioneer owner of Ster- Theatres, Seattle, has announced he and associates will build a s' club on Queen Anne Hill there 1 civic charitable project.

ramount, McNeill in e-Up on 'Buccaneer'

Paramount's "The Buccaneers" is eiving daily promotion on the eakfast Club" program of Don Mc- ll over the ABC network. The npaign will continue through the ld premiere of the film in New eans Dec. 11. Promotion will then extended each day on the show another week as the film opens in other theatres throughout the ntry.

Programs on which the picture will plugged will originate in Chicago il Dec. 8 when McNeill will make first broadcast from New Orleans paratory to the film's premiere.

'P.O. Box' to A.A.

HOLLYWOOD, Nov. 20. — Steve idy, Allied Artists president, has nounced the completion of negoti- ns with David B. Stillman, presi- t of Motion Picture Releasing Cor- ation, for Western Hemisphere dis- ution rights to "P.O. Box 303," a Johnson-Vera Miles starrer now ore the cameras in England.

The film, being made under title of eyond This Place," is based on the J. Cronin novel of the same name ne.

'Lucasta' Benefit Set

The dual opening of "Anna Lucas- at the Orpheum and Hollywood eatres in Los Angeles on Nov. 26, l be preceded by a special benefit miere on Nov. 25 at the Screen ectors' Guild, it was announced United Artists.

M. P. DAILY picture

Charles Einfeld outlines the campaign for 20th-Fox's "Rally 'Round the Flag, Boys!" at the Herald merchandising conference. At left are Rodney Bush and Abe Goodman, and at right, Martin Michel and Ed Sullivan.

Einfeld Would Like Another Forum Soon

The new product merchandising forums for exhibitors initiated by *Motion Picture Herald* this week were enthusiastically endorsed by Charles Einfeld at the 20th-Fox session Wednesday. In complimenting Martin Quigley, Jr. for "pioneer" enterprise, he said he would like to see another group of similar meetings within three or four months, at least.

Urges 'Full Use' of Benefits

Einfeld urged the exhibitors to make full use of all they had learned during the three-day meetings and advised that they seek newspaper cooperation in promoting the event when they return to their respective territories. "Newspaper readers are interested in hearing about forthcoming pictures," he said, "and here is an outstanding opportunity for you to talk about them in print."

At the conclusion of the 20th-Fox conference Quigley reminded the participants that the purpose of the forums was to help them bring to a maximum potential "the good pictures that are coming out of Hollywood."

Einfeld to Coast for Meetings with Adler

Charles Einfeld, 20th Century-Fox vice-president, will fly to California next week for a round of discussions with executive producer Buddy Adler, studio publicity chief Harry Brand and a number of producers. The conferences will be discussions of advertising, publicity and exploitation plans for the company's upcoming releases.

Producers who will meet with Einfeld will be George Stevens, Jerry Wald, Leo McCarey, Richard Zanuck, Charles Brackett, Edward Dmytryk, David Weisbart, and Anthony Muto.

Dual Booking Success

ALBANY, N. Y., Nov. 20.—The simultaneous presentation of "Cat on a Hot Tin Roof" in second-run engagements at the Madison and at the Delaware (art house) was an innovation here. It did so well that there may be a repeat with "Gigi."

'Sinbad' Prints

(*Continued from page* 1)

the production that they could have the privilege of cancelling it after 90 days when they had seen the picture. No cancellations have come in, Jackter said, and the increase in the print order has been the result of orders.

After a screening of the production and the Dynamation trailer, which explains how the huge Cyclops and dragon figures were created for use in color for the first time, a general description of the advertising and promotion programs was given by Paul Lazarus, Jr., vice-president, who told Martin Quigley, Jr., that he was enthusiastic over the results achieved by the three-day conferences with the major companies.

Will Use Process Each Year

Lazarus said the company is now making plans for an annual picture using the Dynamation process. A huge float is being constructed for use in the Macy Thanksgiving Day parade. It will be sent on a 200-city, 3,500-mile tour.

Details of an elaborate tie-up with the Hearst publications, magazines and other promotion plans were given by other executives of the publicity, advertising and exploitation departments.

Bell to V.C. Post

J. Raymond Bell has been appointed special liaison to coordinate all of the public relations activities of Variety Clubs International, it was announced by George W. Eby, international chief barker. Eby said Bell would work closely with George Hoover, Variety Clubs' press guy. Bell is president of Allied Public Relations, Inc., which is retained by Columbia Pictures. He was previously with M-G-M in New York and Loew's in Washington.

Beekman Books 'He'

"He Who Must Die," a French film in CinemaScope, will have its American premiere on Monday, Dec. 15, at the Beekman Theatre here, it was announced by Kassler Films, Inc., heralding a new first-run policy for the Eastside showcase.

Exhibitor Finds Some Real Fans Still Around

Special to THE DAILY

PORTLAND, Nov. 20. — According to Jesse Jones, pioneer Portland exhibitor, this incident occurred at his St. Johns theatre.

A couple approaching the box office of one of his theatres recently, was advised that all seats were taken. Instead of being disappointed, the lady remarked to her husband, "Isn't it wonderful to know that the theatres are not going to the dogs, as everyone has been saying."

Jones adds the same couple was first in line at the theatre the following night.

Yates' Syndicate Buys All MCA's Rep. Stock

Special to THE DAILY

HOLLYWOOD, Nov. 20.—A syndicate headed by Herbert J. Yates, Republic Pictures president, and Victor N. Carter, a member of the company's board of directors, has purchased 85,000 shares of Republic common from Music Corp. of America, representing the entire holdings of the latter in Republic.

The purchase price was not disclosed. Republic common closed at 8½, unchanged, on the New York Stock Exchange on the day of the sale.

Edison Media Awards Presentations Dec. 1

The fourth annual National Mass Media awards dinner sponsored by the Thomas Alva Edison Foundation will be held at the Waldorf-Astoria Hotel here Dec. 1, Charles Edison, honorary president of the Foundation, announced.

At the dinner, the 1958 Edison Awards for films, television and radio will be presented before an audience of approximately 500. Charles F. Kettering, Foundation president, will preside at the dinner, and Dr. O. Meredith Wilson, president of the American Council on Education, will be one of the guest speakers.

Safner Joins Ruff

BOSTON, Nov. 20. — Mel Safner, Rhode Island theatre exhibitor, is joining forces with Edward Ruff Film Associates, independent distributor for New England, in the latter's plans to expand its coverage. Safner will cover major circuits in the territory and seek to increase the firm's activities in southern New England. He is turning over management of his theatres to local booking services and moving here.

Evelyn Lane Resigns

HOLLYWOOD, Nov. 20. — Evelyn Lane, who has been executive in charge of merchandising, promotions and advertising at the Columbia Pictures studio here, has resigned her position, effective immediately.

Work Started

(*Continued from page 1*)

wide public relations matters, replies to public criticism of film and theatre advertising and other industry facets of a public nature, business improvement projects, and matters which may be referred to it by the new American Congress of Exhibitors, among other things.

Among the latter, it is anticipated, may be projects designed to increase public interest in and attendance at theatres, and certain activities which may require distributor participation. In connecton with the latter, such projects might be originated by ACE and referred to COMPO for execution because of distribution's representation in COMPO.

MPA suggested development of a COMPO program when called upon recently to make its annual subscription to the COMPO treasury.

When the program is farther advanced, it is planned to submit it to the COMPO administrative committee. COMPO's triumvirs, Ben Marcus, Abe Montague and Sam Pinanski, are familiar with progress on the program.

Coyne Status on Agenda

The COMPO executive committee also will be required to define the new contractual status of Robert Coyne, its special counsel, and possibly designate a successor to him. Coyne is slated to become president of the Distilled Spirits Institute in Washington, D. C., on Jan. 1. Although he has not yet signed his contract with D.S.I, it is understood he will do so if arrangements can be made for him to work out at least the remaining two years of his COMPO contract as a special consultant for the latter, particularly on legislative matters in Washington.

Coyne's D.S.I. contract is for six years with an option to renew for an additional six years. His salary is guaranteed by the five top member companies of the Institute. On the other hand, since COMPO's finances are on a year-to-year basis, Coyne's contract there actually is on the same basis.

Coyne will be honored at a testimonial dinner here Dec. 11 for his work in securing another reduction of the Federal admissions tax during the last session of Congress. He plans to leave for a vacation thereafter, before assuming his new post with D.S.I.

Deneau Named

(*Continued from page 1*)

Western sales manager of the organization.

Prior to joining Paramount, Deneau was vice-president in charge of sales for the Selznick Releasing Organization. Previously he was general manager of the Schine Theatre Circuit.

'Geisha' Here Dec. 17

Paramount's "The Geisha Boy" will be the Christmas attraction at the Mayfair Theatre here, opening Wednesday, Dec. 17.

The Inn of The Sixth Happiness

(CONTINUED FROM PAGE 1)

character Miss Bergman plays, a real person whose life story was told in the book by Alan Burgess, "The Small Woman," upon which the script is based. The heroine is Gladys Aylward, an obscure Englishwoman who wanted to become a missionary to China and, although told she was unqualified by religious authorities, went to that foreign land on her own, achieved her goal and a reputation in her work few could match.

This is rather an unorthodox individual to be made the heroine of a motion picture, and it is tribute to Isobel Lennart, who wrote the script, and Mark Robson, who directed, that it comes off so extraordinarily well.

Together they have created a central character who is driven by a religious ideal but one who always retains her humanity. And through the story of what she accomplishes among the poor and downtrodden in China the point is made that faith is best expressed in good works.

It was no easy task that Miss Bergman was handed in making this woman come to life. But she has done just that—and brilliantly, beyond any question. She endows the character not only with her incomparable personal appeal but with plausibility as well.

This is true from the very beginning when the heroine, having been turned down as a missionary because of her lack of education, becomes a servant in order to save money to pay for a ticket to China on her own. Miss Bergman beautifully expresses the drive and sincerity of this woman and has the audience pulling for her right away.

And once the heroine lands in China and begins the difficult business of winning confidence of the natives in a "foreign devil," Miss Bergman still maintains strong credibility. She learns the language, becomes a Chinese citizen, and acquires the respect of the local mandarin when she aids him in enforcing a new law against binding the feet of young girls. Miss Bergman even sustains belief in a scene in which the missionary goes unarmed into a prison where convicts are rioting and talks them into laying down their arms.

But the severest test which the missionary—and the actress—face comes when the Japanese invade the territory and the heroine must lead a band of 100 refugee children across the Chinese mountains to safety. This feat, which almost seems incredible though it actually happened, is described in a series of scenes that build up terrific suspense. The sight of the starving children receiving the meagre food rations available; a narrow escape from a band of Japanese soldiers; and the final arrival of the little band of stragglers at a children's mission are all vivid images that audiences won't forget. Miss Bergman is triumphant in these scenes, too.

Interlaced into the main story are several romantic episodes involving the missionary and a Eurasian soldier to whom she becomes attracted. In this latter role Curt Jurgens gives the best performance he has yet achieved in an American film. And there is another notable acting job from the late Robert Donat as the mandarin who first distrusts and then becomes a close friend of the missionary.

Others in a large and uniformly expert cast include Michael Davis, Athene Seyler, Ronald Squire, and Moultrie Kelsall.

The running time of two hours and 38 minutes seems all too short. Running time, 158 minutes. General classification. Release, in December. "Happiness" is a hit.

RICHARD GERTNER

Curt Jurgens, Robert Donat, and Ingrid Bergman in "The Inn of the Sixth Happiness."

RKO Meeting

(*Continued from page 1*)

Theatres, greeted the managers a the all-day session over which Harr Mandel, vice-president in charge o theatre operations, presided. Othe speakers included Matthew Polor chief film buyer for the circuit; Wil liam Brumberg of Warner Bros.; an Charles Simonelli, Jeff Livingston an Phil Gerard, all of Universal.

Goodman outlined campaigns de vised by 20th-Fox for several upcom ing productions, including "In Lov and War," "Mardi Gras," "Inn of th Sixth Happiness." "The Remarkabl Mr. Pennypacker" and "Rally 'Roun the Flag, Boys!"

Crude Ads Hit

(*Continued from page 1*)

Offensive and Obscene Material, sai during a visit to the capital.

Commenting that the New Yor City public hearing on this problen scheduled by the committee, probabl some time in December, will not b "a grand splurge affair" and indicatin other sessions may follow, Younglov opined the current emphasis coul be "back-to-the-wall tactics."

'They have to get them (the pub lic) away from television and int theatres," he asserted.

The Johnstown legislator explaine that the specific date for the hearin depends on the schedule of committe counsel James A. Fitzpatrick, Plattsburgh, who is now tied up i court. Fitzpatrick is ex-chairman the joint committee.

Texas Film Carriers Ask Rate Increases

Special to THE DAILY

DALLAS, Nov. 20.—The Texa Film Carriers Association has aske Texas COMPO to enter into negotia tions for the exhibitors in the Lon Star State for an increase in fil transportation rates. Kyle Rorex, e ecutive director of Texas COMPO declared today that the proposed ne rate schedule is being studied by th organization's transportation com mittee.

"Close examination reveals that th proposed new tariff introduces quit a number of changes which purport t raise rates as much as 100 per ce for some theatres," Rorex said. It wa disclosed that one of the suggeste amendments reclassifies the mileag zone of the present tariff which woul place more than 300 Texas towns in higher rated scale.

Other proposed amendments i crease the lot or consolidation shi ping charge from 36 cents to 75 cen and raise 100 pound rates.

Adler Signs Presley

HOLLYWOOD, Nov. 20. — Budd Adler today signed Elvis Presley a new contract at 20th Century-Fo calling for at least two pictures. Pre ley's first assignment following h discharge from the army next yea will be a king-sized musical set again the romantic background of the Mi sissippi River showboat era.

EVIEW:

Orders to Kill

Lynx Films—United Motion Picture Organization

's BEEN A long, long time since the screen has had a really first-rate spy ory—one that has originality, plenty of suspense, and is told with cine- atic style. Just as it began to appear the genre was a lost art, the British ave come along with a dandy example in "Orders to Kill."

In addition to those qualities mentioned, which this picture has in ades, it possesses an even rarer quality: it advances a moral idea. It es so, furthermore, without any "preaching." The theme is implicit the action.

At first glance the secret agent in this story and his mission would not em too different from that dealt with in such films before. He is a young merican bomber pilot in World War II selected by an Allied espionage oup to carry out an assignment for them in France, which at the time the story is still occupied by the Germans. His instructions are to kill member of the Resistance movement there who has been discovered be a traitor.

Arriving in Paris the new spy meets his major contact there—a French essmaker working for the Resistance. And again it starts to look as the plot path will be cut-and-dried. But the spy unexpectedly makes e acquaintance of the man he is sent to kill and is befriended by him. hereupon the agent begins to feel sorry for this elderly gentleman, a ild-mannered, seemingly ineffectual lawyer. The spy even starts to find l kinds of reasons to suspect the Frenchman is not guilty as charged.

ROM HERE ON the suspense becomes progressively agonizing as the spy esitates to carry out his orders to kill, is goaded into doing his "duty" the dressmaker, and then finally commits the deed. The question of hether the suspected traitor was truly innocent or guilty is kept a secret ntil the end when it is used to make a strong point about the irony killing in wartime. Destroying people from the sky by bombing is e thing to a man; meeting his victim face-to-face to do him in is another. nd no matter how the destruction is carried out it is always the innocent ho suffer the most in war.

Working from a brilliantly constructed script by Paul Dehn, director nthony Asquith puts an equal emphasis on action and character. For e former he has superior acting talent with which to work. Newcomer ul Massie manages emotional changes in the secret agent with telling fect, and Leslie French is just right as his pathetic victim. Lillian Gish ppears briefly in an early scene as the mother of Massie; and Eddie bert contributes his usual fine performance as an American instructor espionage technique. It is Irene Worth, the famed British stage actress, owever, who walks away with the acting honors. As the Frenchwoman ho goads the hero into the murder she is electrifying.

As for the action Asquith has staged a number of forceful scenes with e high point the murder itself. This is as brutal and gruesome a killing has ever been put on the screen.

nning time, 93 minutes. General classification. Release, in November.

R. G.

oast Charities Group 9% of Way to Goal

From THE DAILY Bureau

HOLLYWOOD, Nov. 20. — The otion Picture Permanent Charities s raised $977,298 during the first nth of its 1959 campaign, thus aching 79.8 per cent of its $1,255,- 0 goal, chairman James Stewart an- unced yesterday at organization's cond report luncheon.

oetz Going to Madrid

HOLLYWOOD, Nov. 20. — Ben etz will leave here by plane at the ekend for Madrid to take over mplete charge of "Solomon and eba," production by Theme Pic- res, S. A., it was announced here day by Edward Small.

Industry on Threshold

(*Continued from page* 1)

he is planning to build a fifth which will be ready for operation late next year.

Lewis declared his company is showing its faith in the future by scheduling not less than 60 major productions for release through 1960 plus a large number of other quality features.

He went on to say that increased expenditures have been earmarked for local promotion and for the expansion of promotion personnel to handle the local campaigns. He reminded his audience, however, that much of the success of the local program will depend on the cooperation of the area's newspapers.

"News stories and amusement page columns are one of the most important channels of information on Hollywood personalities and forthcoming productions. It is news of this type, in addition to ads, that whets the collective public appetite for motion pictures and its favorite players," he declared.

Prefers Newspaper Ads

Sack told the newspapermen that he would spend from $80,000 to $100,000 on advertising in the amusement pages in the Boston papers alone. "Newspapers are the best media of getting the product over to the public," he said. "But big ads alone won't do the trick. We need more stories, more photos, more features and readers, and I am asking your cooperation."

Television Today

TFA Seeks Standards For Leaders, Cue Marks

John P. Ballinger, recently elected president of the newly formed Television Film Association, is presently collaborating with the SMPTE through Howard J. Schumaker, staff engineer, and Mr. N. R. Olding, operations engineer, of the Canadian Broadcasting Company, in an effort to develop a new leader for television film which will be presented for approval to the SMPTE as a standard for the industry.

It is proposed that the new film leader be graduated into seconds rather than feet which is the present standard graduation for both television and theatrical leaders, and contain useful video and cue information pertaining to television use specifically.

Standard Cue Sought

The TFA is also working towards the development of a standard cue and cue mark for television film which could be used by all television stations adopting the system.

As a special meeting of the officers the following members were appointed to serve on the board of directors: Mr. Robert E. Hufford of Eastman Kodak, Mr. Jack M. Goetz of Consolidated Film Industries, Mr. Edward W. Hunt, Jr., of KTLA-TV, and Mr. Robert C. Vinson of the Armed Forces Television Service.

ASCAP Law Symposium

The publication by Columbia University Press of the Ninth Nathan Burkan Copyright Law Symposium was announced by Herman Finkelstein, general attorney of the American Society of Composers, Authors and Publishers. A panel consisting of Chief Judge John Biggs, Jr., and Judge William H. Hastie, both of the United States Court of Appeals for the Third Circuit, and Chief Judge Simon E. Sobeloff of the Fourth Circuit, selected for publication five papers dealing with such subjects as unfair use of literary works, international copyright, the use of expert testimony in infringement cases and the subject of protection of textile and garment designs.

UAA Personnel Will Handle UA-TV Sales

The personnel of United Artists Associated, Inc., which last month acquired all the assets of Associated Artists Productions Corp., will now, on behalf of United Artists Corp., handle television sales of United Artists features. Included are the four already in distribution—"UA 65," "The Lucky 7," "52 Award Group" and "The Top 39."

This was jointly announced yesterday by Robert S. Benjamin and Elliot Hyman, chairman of the board and president, respectively, of U.A.A.

Rich, Klauber and Lee Stay

Bob Rich, who was general sales manager, and Donald Klauber, who was station and national sales manager of A.A.P., continue in the same posts for U.A.A. John Leo, formerly UAs TV feature sales manager, becomes Western division sales manager for UA.A., headquartering in Los Angeles. Rich is meeting with division sales managers today at the Hotel Gotham here to discuss future sales plans.

Form Telefrance for Sarrut Films in U.S.

The formation of Telefrance as a subsidiary of Fred A. Niles Productions, Inc., of Chicago, was announced today by Fred A. Niles. The new corporation holds the U.S. franchise for filmed television commercials made by Andre Sarrut and his firm, La Comete, Neuilly-Sur-Seine, France.

Niles will serve as president of Telefrance, with Marvin Frank, president of W. B. Doner Advertising, 35 E. Wacker Drive, as treasurer, and Aaron D. Cushman, president of Aaron D. Cushman Public Relations, 333 N. Michigan Avenue, secretary.

Sarrut is the founder, president and general director of Les Gemeaux, S.A., producers of animated cartoons, and manager of S.A.R.L. La Comete, specialists in the production of advertising and informational films.

Goustin Appointed

Albert S. Goustin has been appointed director of sales of Paramount Television Productions, Inc., and Paramount Sunset Corporation, television subsidiaries of Paramount Pictures. Goustin, who will make his headquarters in New York, formerly was Eastern sales manager of Ziv Television Programs, Inc., and national sales manager of Metropolitan Broadcasting (DuMont).

NTA Names Lippman

Burton I. Lippman has been appointed comptroller of National Telefilm Associates, it was announced by Eric H. Haight, treasurer. Lippman succeeds Leonard S. Holstad, who has left the company for another position.

FLEET ADMIRAL CHESTER W. NIMITZ, U. S. NAVY
728 SANTA BARBARA ROAD
BERKELEY 7, CALIFORNIA

3 September 1958

Dear Bronston:-

I was pleased and thrilled to receive your letter of 25 August with the pictures and the mimeographed sheet "Facts about the John Paul Jones Ships." Thanks a million - and again heartiest congratulations to you - Farrow - the staff and the Cast for your tremendous effort to place before the entire world - this John Paul Jones story. I do not see how it can miss being the greatest picture of our time - and believe me - you - the ever-ready-everlasting spark plug deserve the credit for keeping the project alive. I am confident that only a director like Farrow - whose knowledge of the sea is deep - and who is a real sailor - as well as a superlative writer - could do the director's job properly. The traditional Navy "WELL DONE" - to you & Farrow - Best wishes & warmest regards to all of you & your families -

Sincerely -

C.W. Nimitz

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 84, NO. 100 — NEW YORK, U.S.A., MONDAY, NOVEMBER 24, 1958 — TEN CENTS

owmanship

1,200,000 ara. Drive for Buccaneer'

ceeded Only By That r 'Ten Commandments'

aramount Pictures is putting a notional campaign behind "The caneer," Cecil B. DeMille-super- d production, of proportions which e been exceeded only in Para- nt history by those put be- l DeMille's "The Ten Command- nts," Jerome Pickman, head of mount advertising-publicity, told ade press conference held here Friday.

We are not spending more on the chandising of this picture than we on the negative, as some compa- claim they do," Pickman said, t we are allocating $1,200,000 to campaign. That is more than we

(*Continued on page 2*)

TA Will Distribute lonty,' 'Alex' Here

From THE DAILY Bureau

LONDON, Nov. 20 (By Air Mail)— two top Associated British box- ce successes of 1958, "Ice Cold In x" and "I Was Monty's Double," l be distributed in the United tes by NTA. This was announced MacGregor Scott, sales chief of

(*Continued on page 7*)

hnston, Corkery Will tend Mexico Inaugural

ric Johnston, president of the Mo- Picture Export Association of erica, has accepted the invitaton president-elect of Mexico Adolfo pe Mateos to attend the presiden- inaugural ceremonies in Mexico y on Dec. 1.

ohnston will leave on Nov. 30 ac- panied by Robert J. Corkery, EAA vice-president for the west- hemisphere. The visiting party l remain in Mexico until Dec. 3.

LEVISION TODAY—page 7

40 Film Leaders, Dignitaries To Be On Dais at Pioneer Dinner Tonight

Some 40 motion picture leaders and dignitaries will be seated at the dais at the 20th anniversary Motion Picture Pioneers' dinner honoring Robert S. Benjamin and Arthur B. Krim as Motion Picture Pioneers of 1958 tonight. William J. Heineman and Max E. Youngstein are co-chairmen of the affair.

The dais list at the important industry function to be held in the Starlight Room of the Waldorf-Astoria Hotel includes: Charles Alicoate, Barney Balaban, Robert S. Benjamin, Rabbi Bernard Birstein, Geo. F. Dembow, Jr., Ned E. Depinet, Jay Emanuel, Gus Eyssell, Si Fabian, Leopold Friedman, William J. German, Abel Green, William J. Heineman, Bob Hope, Eric Johnston, Ben Kalmenson, Marvin Kirsch, Arthur B. Krim, H. H. Martin, W. C. Michel, Abe Montague, Louis Nizer, John O'Connor, Robert J. O'Donnell.

Also, Judge Ferdinand Pecora, Louis Phillips, Milton Rackmil,

(*Continued on page 6*)

ACE Steering Unit Meets on Agenda

The steering committee of six men appointed to draw up an agenda for the American Congress of Exhibitors met Saturday and Sunday in the board room of the Stanley Warner Corp. S. H. Fabian, appointed temporary chairman at the conference called ten days ago by Spyros Skouras, presided.

Attending were the five members now designated a steering committee, as distinguished from the Executive Committee of 26. They are: Horace Adams, president of Allied; George Kerasotes, president of TOA; Sol

(*Continued on page 7*)

18 Major Features Now Shooting, Editing for UA

Eighteen major motion pictures for United Artists are now in work around the world, a recapitulation of production at that company shows. Nine new films are currently before the cameras and nine others are being edited. Of the nine now shooting, four are in work on foreign locations and five in the United States.

Shooting are: "Solomon and

(*Continued on page 6*)

Actors Weigh One Big Film-Broadcast Union

From THE DAILY Bureau

HOLLYWOOD, Nov. 23. — Motion Picture actors will meet Tuesday night at the Beverly Hilton Hotel to discuss the possibility of forming one big union of performers with the American Federation of Television and Radio Artists or whether they prefer that the Screen Actors Guild shall retain its individuality.

Columbia Spent Seven Months in Preparing Campaign for 'Sinbad'

By JAMES M. JERAULD

(Picture on Page 6)

Seven months were spent by Columbia Pictures' executives in preparing the advertising, publicity and exploitation campaigns for "The 7th Voyage of Sinbad" which will introduce the use of out-size figures in color by means of what is called the Dynamation process.

Some of the highlights of the campaign were presented to theatre men from around the country on the third day of the merchandising conferences sponsored by the *Motion Picture Herald* last week in a carefully prepared showmanlike program.

After the screening of the picture in the Columbia home office projection room, coffee and tea were served, partly as a relaxation and partly to introduce the recorded music from the sound track and several single records to be released at the same time as the production. One of the food items was hollow biscuits resembling the Chinese fortune-telling pastries often served in Oriental restaurants. The fortunes all had mentions of "Sinbad."

Vice-president Paul Lazarus, Jr., gave a swift outline of the scope of

(*Continued on page 6*)

Palmieri Acts

Loew's Plan Is Approved By U. S. Court

To Prepare New Order Including Safeguards

The Loew's management plan for divorcement of the company's production-distribution operations from the theatre company was formally endorsed by Federal Judge Edmund L. Palmieri in U. S. District Court here at the weekend. The plan, upon which a hearing was held last Tuesday, was approved by the Judge without comment.

This action clears the way for a new picture company which will also have the Loew's records, music and television interests in addition to the domestic and foreign production-distribution assets and foreign theatres. The new theatre company will receive U. S. and Canadian theatres and radio stations WMGM, New York,

Loew's attorneys will now get to work with government officials to pre-

(*Continued on page 2*)

Discontinue Anti-Trust Suit; Dismiss 3 Others

Final discontinuance of the anti-trust suit filed by the Maple Drive-In, Circleville, Pa., against the major distributors was completed by stipulation in open court at the weekend. The suit had already been discontinued in pre-trial hearings in open court by Federal Judge David N. Edelstein of the U.S. District Court for the Southern District of New York.

Details of the suit were published

(*Continued on page 6*)

NTA's Telestudios In Expansion Move

In an expansion move to meet the increasing demands on its videotape and telefilm facilities, NTA's Telestudios will double its studio space at its 1481 Broadway headquarters here, George K. Gould, Telestudios president, announced.

Telestudios has signed a lease for

(*Continued on page 6*)

PERSONAL MENTION

ABE SCHNEIDER, president of Columbia Pictures, and LEO JAFFE, first vice-president and treasurer, have returned to New York from Hollywood.

•

DAVID A. LIPTON, Universal Pictures vice-president, has arrived in New York from the Coast.

•

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, and BERNARD LEVY, his assistant, are in Boston from New York.

•

SHELDON GUNSBERG, vice-president in charge of advertising-publicity for Continental Distributing, Inc., is in San Francisco from New York.

•

CALVIN C. LEEDER, supervisor of branch operations for Rank Film Distributors of America, will return to New York today from Kansas City and Denver.

•

JONIE TAPS, general manager of Colpix Records, left here at the weekend for conferences with Columbia Pictures home office executives.

•

SIR LAURENCE OLIVIER arrived here on Saturday from London via B.O.A.C.

•

JOSEPH MOSCOWITZ, vice-president of 20th Century-Fox, left here yesterday for the Coast.

•

WILLIAM MACQUITTY, Rank Organization producer, arrived in New York on Saturday from London.

•

DOLORES GRAY returned to New York on Friday from London via B.O.A.C.

•

LINDSLEY PARSONS, producer, has returned to Hollywood from San Francisco.

•

LOIS WEBER, publicity director on Edward Small's "Solomon and Sheba" left here at the weekend for Madrid.

•

MARK ROBSON, director, will return to New York today from London.

WB Dividend 30c

The board of directors of Warner Bros. at a special meeting Friday declared a dividend of 30 cents per share on the company's common stock, payable February 5, 1959 to stockholders of record January 16.

Plan Big 'Buccaneer' Drive

(*Continued from page* 1)

spent on the campaigns for 'The Greatest Show on Earth' and 'Samson and Delilah'.

"Frankly, all of that sum is not committed at this stage, because it provides for extra playing time and hold-over advertising that cannot be committed in advance. Some of it, also, is governed by the amount of exhibitors' cooperative advertising, not definitely determinable now. But the money is there.

"The direct advertising will be sold situation by situation, and there will be big umbrella of national coverage, in addition."

Began on Sept. 15

Under the direction of Pickman and Martin S. Davis, assistant advertising-publicity director, the "Buccaneer" campaign was begun on Sept. 15 and has been adhering to a time schedule that places the Dec. 11 New Orleans world premiere of the picture at the point where full promotion saturation will have been achieved.

A major aspect of the advertising campaign is its theatre trailer program. Apart from two free teaser trailers in color, there will be available to theatres booking the production a special 10-minute trailer, in effect, a featurette, in itself, in which DeMille appears in a narration of the film's historical significance, with liberal footage of the picture's action highlights. It is intrinsically entertainment, so that it can be fitted in with any theatre's entertainment program and will make a contribution to patrons' enjoyment.

Similar to 'Commandments'

It is patterned upon the trailer "featurette" DeMille made for "Ten Commandments," which registered as an effective sales aid in all theatres.

Pickman pointed out that Paramount pays for the trailer footage in excess of the basic 242 feet supplied to National Screen Service, so that the exhibitor gets the balance of the 1,000-foot featurette for no extra cost. The additional cost to Paramount will be $25,000, he added.

Nine additional field exploitation men will be added to the normal force, each assigned to a section of the country, with the entire country being covered. In addition, Pickman, Davis, Joseph Friedman, exploitation manager, and Herbert Steinberg, studio publicity manager, will go out on the road beginning today on a special "Buccaneer" promotion assignment.

$35,000 for Field Campaign

The field promotion cost is estimated at $35,000.

The campaign includes liberal use of radio spots featuring Yul Brynner, Charlton Heston and other cast members. Television spots also are being made. Brynner was to have begun an extensive field tour but this was cancelled when he was asked to take the late Tyrone Power's role in the Edward Small production in Spain. A five-week tieup with the Don O'Neill ABC radio "Breakfast Club" program began Nov. 17.

Release Kits Issued

Release kits with full campaign materials are out already. Included for perhaps the first time are color plates for newspapers which run ads in color.

Ed Sullivan and his television show will visit New Orleans to cover the premiere on the 11th, the film of the opening activities to be shown on his Dec. 14 show, with DeMille probably on the live part of the show.

Critics and feature writers from many sections of the country will attend the premiere, along with DeMille and members of the cast. In key cities around the country, other critics and writers will attend dinners and screenings of the picture, with a "phonecast," by DeMille and stars at the premiere being amplified for direct reception at the regional dinner-screenings.

Contest Scheduled

A national contest based on the most colorful characters in American history, with a trip to New Orleans as top prize, will run in all Scripps-Howard newspapers and in other key cities in which S-H does not publish.

Extensive use will be made of 24-sheets and a strong selection of 40 x 60s and block posters is available without charge to exhibitors. Pictorial paper will be sold through NSS and distinctive color photos of Brynner are available. Merchandising tieups of all varieties naturally are included in the campagn.

Paramount is hand-picking 300-400 Christmas dates for the picture.

Women-Only Previews Set by UA for 'Tables'

United Artists is launching a series of for-women-only previews to build distaff interest in its release of Hecht-Hill-Lancaster's "Separate Tables," which will have a dual premiere here at the Astor and Normandie theatres on Dec. 8. The special showing will be held at the Normandie on Dec. 1. Women will be asked to call the H-H-L office here for tickets, following an invitation broadcast on the Martha Deane radio program over WOR on Monday.

A similar preview for teen-age girls will be held at the Astor on Dec. 6 following an invitation broadcast on the Paul Sherman program over WINS on Monday.

Editorial

A near-record budget is not the tinguishing characteristic of the campa in-depth that Jerry Pickman and Mc Davis and their Paramount aides h created for the Cecil B. DeMille-superv production, "The Buccaneer," which have its world premiere Dec. 11 in N Orleans.

Without the $1,200,000 budget the tensive and extensive campaign of co would not have been possible. But w out showmanly dedication and plenty old-fashioned hard work and imaginat no amount of money could have prod the strikingly effective and wonderf varied campaign that Pickman-Davis Company have come up with and w is described in the news columns of issue.

It might reasonably be predicted the success of "The Buccaneer" at box office is assured. Certainly, if planned and executed showmanship guarantee the success of a quality p duction, it must follow that this on "in."

SHERWIN K.

Loew's Pla

(*Continued from page* 1)

pare a new order for court appro incorporating limited safeguards to sure against the new production c pany showing partiality after divo ment to the new theatre company, vice versa. These safeguards were only stipulation asked by Assist U. S. Attorney General Maurice verman at the hearing last week.

The new order is expected to completed within a few weeks, soon after it is approved Loew's v begin to distribute stock in the r picture and theatre companies. Sto holders of Loew's, Inc., will rec one-half share of new stock in e company for every share prese held.

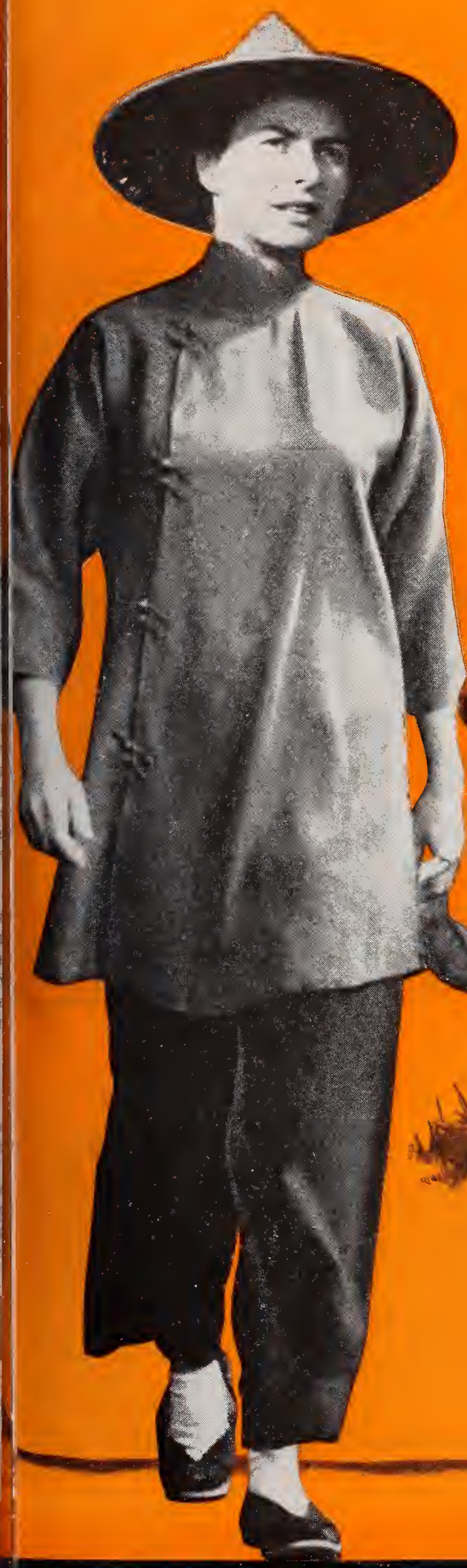
Before the new stock can be tributed, however, two others st must be taken. One entails applicat to list the stock of the new the company on the exchange. The ot requires FCC approval for transfe the radio station to the theatre c pany.

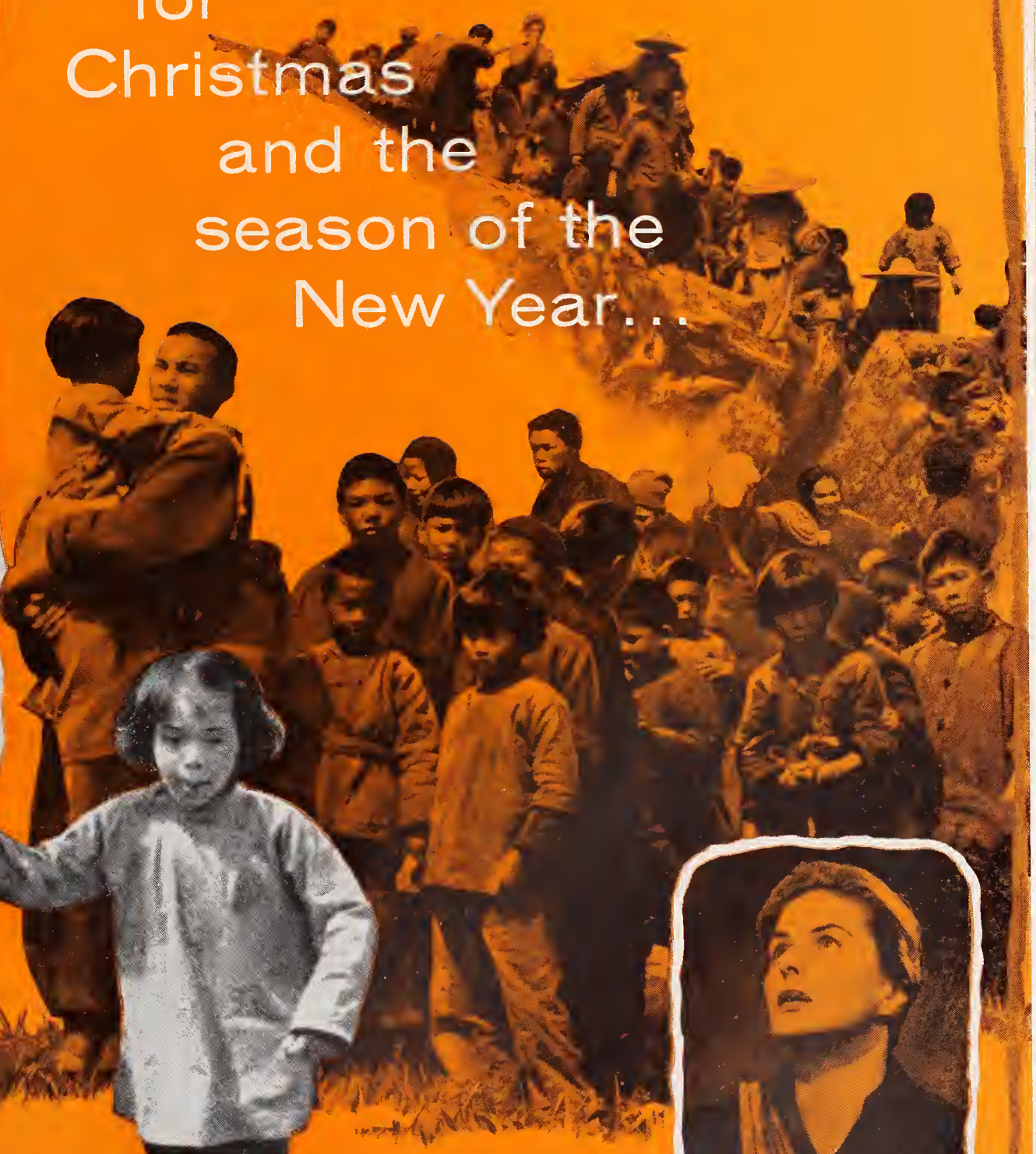
Wilcoxon to N.Y.

HOLLYWOOD, Nov. 23. — He Wilcoxon, producer of Paramou "The Buccaneer," has left here conferences with home office exe tives regarding release of the p duction. He will also go to Lon for more discussions on openings England and on the Continent, turning in about 10 days to attend world premiere in New Orleans Dec. 11.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. St Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vin Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, W ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefe Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-Pr dent and Treasury; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a y as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as sec class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies,

20th Century-Fox,
in the full pride
of achievement,
announces the
ideal attraction
for
Christmas
and the
season of the
New Year...





20th salutes
Miss Ingrid Bergman
for the
performance
of her career...

20th CENTURY-FOX PRESENTS

A Buddy Adler PRODUCTION

DIRECTED

Ingrid Bergman

THE ONL OF THE SIXTH HAPPINESS

COLOR BY DE LUXE CINEMASCOPE

SCREENPLAY BY
ISOBEL LENNART

Mark Robson

t Robert
gens Donat

THE STARS

INGRID BERGMAN
unforgettable as a
woman of courage
and faith

CURT JURGENS
the international
star in his most
romantic role

ROBERT DONAT
a performance
that wins his place
in immortality

THE PRODUCER

BUDDY ADLER
an achievement
to stand alongside
"From Here to Eternity"
and "South Pacific"

THE DIRECTOR

MARK ROBSON
acclaimed world-wide
for his direction
of "Peyton Place"

20th is with it! Get with 20th!

National Pre-Selling

"A GIRL from Japan Named McCarthy" seems like a quaint headline to be used for a profile of a young actress. However as we read further in "Life's" recent issue, we realized how this new Hollywood actress come upon her United Nations name.

•

Nobu McCarthy was born in Ottawa, Canada, of a Japanese father who designed dresses. Her family left Canada when she was quite young, and she was brought up in Japan, where she started a career as a radio singer. She photographed extraordinarily well, and was selected by Tokyo's dress designers to be the town's high-style mannequin, and they got her elected Miss Tokyo. She met and married G.I. David McCarthy and travelled to Hollywood with him, where he established an embroidery business.

In Hollywood she applied to Jerry Lewis for a job in "Geisha Boy." He signed her.

•

"Tosca," Puccini's thrilling opera filmed in the actual Italian locations mentioned in the original score, is recommended to teenagers in the November issue of "Seventeen." This opera, which takes place during the Napoleonic era, is being released by the Casolaro-Giglo Film Co.

•

"Home Before Dark" has been published in a 50-cents edition by Bantam Books. This compelling novel has been made into a film by Director Mervyn Le Roy for Warner Bros. It stars Jean Simmons.

•

Marilyn Monroe, now making "Some Like It Hot" in Hollywood, was interviewed exclusively by Radie Harris for the November issue of "Photoplay."

•

"If ever a picture earned the praise, it'll keep you on the edge of your seat," it's "Party Girl." This in essence is the lead sentence of the table of contents page ad appearing in the November issue of "The Saturday Evening Post," for this MGM release.

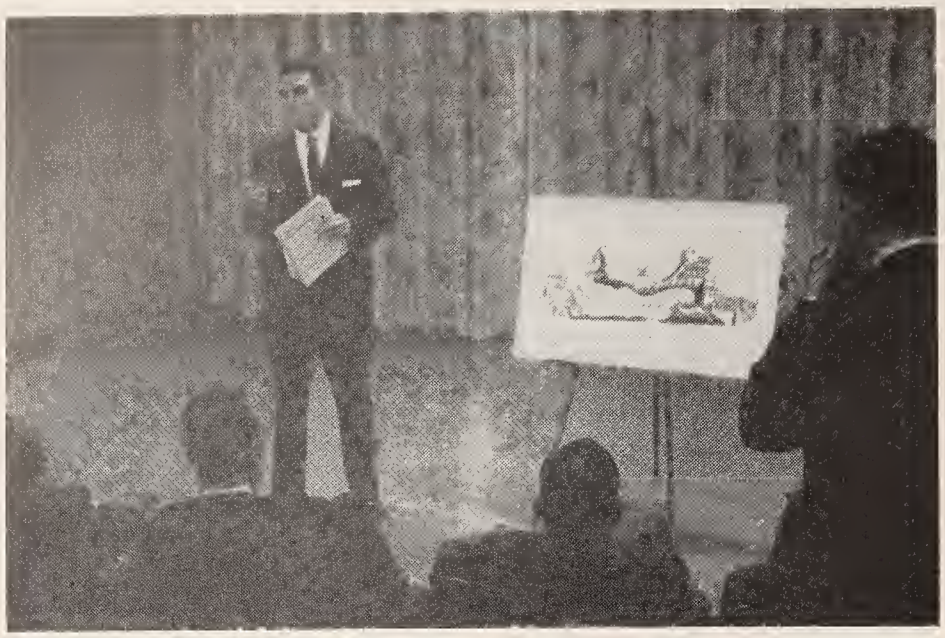
•

"In Love and War," that Jerry Wald production about three Marines in World War II, receives an upbeat review in the November issue of "Redbook." Robert Wagner, Jeffrey Hunter and Bradford Dillman play the servicemen and Hope Lange, Dana Wynter, France Nuyen and Sheree North play their sweethearts.

•

When Bob Hope started his new film "Alias Jesse James," at Paramount he was sent the customary congratulatory wires from his friends, relatives and agents. Some of these, including one from his wife Dolores, is reproduced in the Nov. 9 issue of "Parade."

WALTER HAAS



Robert S. Ferguson, Columbia Pictures director of advertising-publicity, outlines the campaign for that company's "The 7th Voyage of Sinbad" at the Herald's merchandising conference. *M. P. DAILY picture*

'Sinbad' Took Seven Months

(*Continued from page* 1)

the campaign and presented Rube Jackter, general sales manager. He said that he had described the production to many theatre men and had promised them that if they contracted for it and did not like it when it was screened they could have cancellations. None had cancelled, he said, and the contracts had risen from 350 to 400, necessitating an increase of 50 in the print order.

Lazarus introduced Jonas Rosenfield, Jr., executive in charge of advertising and publicity, who described a "Sinbad" float which will be a highlight of the annual R. H. Macy & Co. Thanksgiving Day parade, which is broadcast and telecast every year on national networks.

200 Cities to See Float

Rosenfield, in turn, presented Robert S. Ferguson, director of advertising, publicity and exploitation, who gave details of plans for the use of the parade float in 200 cities.

Both Rosenfield and Ferguson discussed details of a tie-up with Hearst publications. On November 30 the Pictorial Review, Sunday supplement, will carry a full-page color cover. A full-page publicity feature will appear December 7 in the Pictorial Living supplement. A special Kerwin Mathews feature by Louella Parsons will appear in all Pictorial Living and Review supplements December 14. A "Sinbad" full-color ad will appear in Puck, The Comic Weekly, December 14. A four-color full-page ad will appear in both Pictorial Review and Pictorial Living December 21. The Hearst organization also is making special arrangements for a "Sinbad" contest in all Hearst newspaper cities as part of this promotion.

Broadcasting Plan Outlined

Sidney Schaefer, advertising media manager, described the extent of cooperative campaigns on local advertising and showed a number of examples. He also described the radio and TV campaign plans.

Hortense Schorr, publicity manager, gave details on plans for special publicity material to be supplied to local newspapers, especially Sunday supplements.

Martin Goldblatt of the publicity department described a forthcoming break in Parents Magazine which has given a special Merit Award to the picture. He also told of stories scheduled in Life and Look.

Richard Kahn, exploitation manager, went over plans for tie-ups and put special emphasis upon comic strips to be used by the Hearst papers and others desiring them.

One Included for Ceilings

Kahn also gave a description of the "Sinbad" mobile. This is an intricate series of cardboard cutouts with designs in color on both sides which can be hung from lobby ceilings. They move as air currents touch them.

The special trailer made for the Dynamation process, which is partly in color and partly in blue-tinted film was screened. This trailer also will be available in 16mm for TV use. Other trailers were described. Two other trailers also are ready.

Lee Bergman from Kahn's department reported on radio and TV advertising plans.

One of the campaign features from which much is expected is a tie-up with Mercury Shoes which are sold in 17,000 stores. A special "Sinbad" slipper has been designed for use in connection with advertising, both national and local, on the slipper which will go on sale simultaneously with release of the picture.

A Dell comic book designed as a merchandising assist was displayed.

A special Showmen's campaign kit covering all the principal items and several forms of posters was distributed.

Audrey Hepburn Signed

HOLLYWOOD, Nov. 23. — Audrey Hepburn has been signed as co-star with Burt Lancaster in Hecht-Hill-Lancaster's "The Unforgiven."

M.P. Pioneers

(*Continued from page* 1)

Charles Reagan, E. V. Richards, Jud Simon H. Rifkin, Samuel Rinzle Herman Robbins, Samuel Rose George Schaefer, Abe Schneider, S Schwartz, Ben Shlyen, George Sko ras, Adlai E. Stevenson, Harry Taki Joseph R. Vogel, Richard F. Wals Max E. Youngstein and Adol Zukor.

Benjamin, chairman of the board United Artists, and Krim, preside of the company, will receive the fi multiple Pioneer Award since t Warner Brothers were similarly ho ored some years ago. A record tur out of 585 industryites will attend t affair, which will be highlighted the appearance of guest speaker Ad E. Stevenson.

18 Major Features

(*Continued from page* 1)

Sheba," in Spain; "On the Beach now in Hollywood but going to Au tralia for location; "Shake Hands wi the Devil," in Dublin; "The Wonde ful Country," in Mexico; "Some Li It Hot," in Hollywood; "Hole in t Head," in Florida; "Take a Gia Step," in Hollywood; "The Horse S diers" in Louisiana; and "Day of t Outlaw," on location in the west.

Editing are: "Pork Chop Hill," "C Tough," "Alias Jesse James," "T Last Mile," "Lonelyhearts," "The M in the Net," "The Rabbit Trap," "T Devil's Disciple," and "The Fo Skulls of Jonathan Drake."

Discontinue Suits

(*Continued from page* 1)

in MOTION PICTURE DAILY Oct. 1 At that time attorneys for Map stated they would sue their ow client for counsel fees "as a result having been misled as to the facts the case." At the weekend the atto neys, Alvin Korngold and Robert Ru kin, were granted $25,000 in fees be paid by the plaintiffs.

Three other anti-trust suits we dismissed here at the weekend. A were filed against the major distrib tors and other exhibitors. Plaintiffs the dismissed suits were the Flee wood Theatre, Bronx; Rona Theatr Bronx; and Cameo, Astoria, L. I.

NTA Telestudios

(*Continued from page* 1)

the entire second floor at its prese location and is currently redesignin the 13,000 square foot area. Teles dios also uses the entire third floor the building. The new enlarged qua ters will provide a total of 26,0 square feet for videotape and fil work.

'Boot Polish' in 3 Mor

"Boot Polish," produced in Ind and distributed in U.S. by Hoffbe Productions, has opened engagemen in Chicago, Minneapolis and A Arbor, Mich. These follow runs Boston, Springfield, Detroit, Houst and Los Angeles.

EVIEW:

Anna Lucasta

UA-Longridge

HILIP YORDAN's widely publicized and widely staged play about a Negro ostitute is here translated to the screen, with a screen treatment written Yordan, by producer Sidney Harmon and director Arnold Laven with ste and distinction. The production, emphasizes human values rather an sensationalism and is given extraordinary aid in this direction by a ir of outstanding performances by the leads, Eartha Kitt and Sammy avis, Jr., neither of whom was previously known especially for acting ility.

Miss Kitt particularly portrays graphically and with insight the girl hose father has rejected her, who thereby is made afraid of love and ho in the end does find love and sympathy. Davis, too, in a far less mpathetic role, is in key as the playboy "cat" who is attracted to Miss tt and who is reluctant to let her return to a life of respectability.

Also effective is Rex Ingram as the father who turns to drink. The natural relationship between father and daughter, made a point of the play, is left to inference in the picture.

Others in the all-Negro cast are excellently chosen for their parts and id authentic background to the dramatic conflict between the girl, her oral and immoral lovers, and her father's perverse jealousy. Henry ott is impressive as the old friend of the family who marries, loses d then regains the girl, and Frederick O'Neal is suitably scheming and istering as the brother-in-law who tries to run the family.

Miss Kitt never either over- or under-plays the part, perhaps due to e direction of Laven who holds the story to the line, pointing up but t emphasizing each nuance.

The music, an essential exploitation tool because of Miss Kitt's and avis' standing in the record world, is by Elmer Bernstein and includes theme song which is being extensively plugged.

unning time, 97 minutes. Adult classification. November pre-release.

JAMES D. IVERS

TA to Handle

(*Continued from page* 1)

3-Pathe, at a press conference on return from America.

Both pictures will be handled in nada by Warner Bros.

Reporting on his trip Scott said he s highly impressed with the NTA ganisation which will give these two tures a wide distribution. They ll be handled on a guarantee pay- nts against percentage basis.

Apart from AB-Pathe Deal

Scott also pointed out that his deal outside the joint distribution ar- gement AB-Pathe has with Allied tists. "We are more than happy h that arrangement," he said, hich has another five years to run." He spoke highly of the enthusiasm the Allied Artists production or- nisation. "We need their type of ture in Britain and have nine for ly distribution in the New Year. e are promised," he added, "no s than 30 features in 1959."

eRochemont Acquires

"Nine Lives," the Norwegian film out national hero Jan Baalsrud's es- pe from arctic Norway during orld War II, has been acquired for tribution in this country by Louis Rochemont Associates. The film, nich won an Academy Award nomi- tion this year, was also shown at s year's film festivals.

Mayer Symposium M.C. For AMPA Tomorrow

Arthur L. Mayer will act as master of ceremonies at the symposium on foreign films which will be held tomorrow at the Piccadilly Hotel by the Association of Motion Picture Advertisers. Among the speakers whom he will introduce are Richard P. Brandt, Bosley Crowther and Don Velde.

The symposium will deal with the impact of foreign films on American audiences and the industry of the United States.

Garrison Joining WB

HOLLYWOOD, Nov. 23.—Michael Garrison will join Warner Brothers studios tomorrow as an assistant to Steve Trilling. For the past year Garrison has been aide to Jerry Wald and previously was associated with the 20th Century-Fox casting department, also with the Robert Lantz literary agency in New York.

Correction

Larry Knee, manager of the Stanley Warner Squirrel Hill Theatre, Pittsburgh, has been named manager of the circuit's Colony Theatre, Cleveland, and has been succeeded at the Squirrel Hill by Bernard Elinoff, former S-W shorts booker. This publication's original report of the change on Nov. 20 incorrectly stated that the Squirrel Hill had been closed.

Television Today

IN OUR VIEW

GERALD W. TASKER, vice-president and director of research for Cunningham & Walsh, advertising agency, has emerged with a brand new set of statistics, concerning television and radio, and the public use thereof. Mr. Tasker and his hired hands have been fine-tooth combing mythical Videotown, which is Everywhere, U.S.A., and making some interesting comparisons with prior years.

•

For example, TV viewing is higher than the 1955 peak, which means that the slight decreases of the past two years have been overcome, and that the total viewing time per person, weekdays, is 15 hours, 48 minutes, and for the whole week the total is 22 hours, seven minutes. That, we are told, adds up to a fullsome 20 per cent of the entire waking life. Seventeen of those 22 hours are in the evening. Children have cut back slightly in their viewing total, but that small drop has been substantially outweighed by the adult increases.

The average person, says Mr. Tasker, spends somewhat more than three hours watching television every day in the week, which leads to the conclusion, based on comparative studies, that TV viewing in general "survives changes in basic living patterns." In other words, people still find time for TV, regardless of how else they may be occupied during the week.

•

There is further food for thought for all engaged in the television enterprise in the findings that Sunday morning is the week's viewing low point, with Saturday morning a fairly close second; that there has been a slight increase in each part of the day. Then as to types of program material preferred, these interesting conclusions emerge from the Tasker test tubes:

The first choice of men is Westerns, and by a huge 76 per cent.

The second choice among men is the variety program, at 41 per cent.

With men, in the third position is sports, with 30 per cent.

Women, we are told, and this is not really surprising, have a rather more elastic taste in program material.

Variety programs lead the list, at 46 per cent.

General drama is next, tabbed at 39 per cent.

Situation comedy emerges with a percentage rating of 36 per cent.

Westerns trail across the finish line a poor fourth, at 27 per cent, which might well have been anticipated.

It is a most interesting coincidental kind of situation which finds that the most disliked kind of program, among men and women, is the quiz show. While 33 per cent of women said they disliked Westerns, only 10 per cent of the men found them unpalatable.

•

It was surprising and interesting that for the most part mothers gave television a very low rating as an educational medium, but considered it of value rather as a "built-in baby sitter." The mothers, too, resented the advertising pressure on the kids via TV, and deplored some of the product offered them. They all agreed TV can sell things to youngsters. In general Mom would rather have TV than not, as far as the kids are concerned.

All this adds up to a reiteration of the point so often made before, and here again, that there is a vast responsibility resting upon television, one of which all concerned should always be aware.

—*Charles S. Aaronson*

CBS Organizes Two Overseas Companies

Merle S. Jones, president, CBS Television Stations Division, has announced the formation in Zurich, Switzerland, of the Columbia Broadcasting System, CBS (Europe) SA, a wholly owned subsidiary of Columbia Broadcasting System, Inc. At the same time the formation of CBS Limited in London was announced.

Michael Burke will head both organizations as managing director of CBS Europe and managing director of CBS Limited. Burke has been in Europe for the past year as director of network programs, England, for the CBS Television Network.

Anthony C. Bartley has been appointed director of sales for CBS Limited. Both Burke and Bartley have also been given seats on the board of directors of CBS Limited. Other directors are Merle S. Jones, Richard S. Salant and Samuel R. Dean. Jones is also on the board of directors of CBS Europe along with Dr. Paul Gmur, a Swiss attorney, and Robert H. Lutz, an executive of the Swiss Credit Bank.

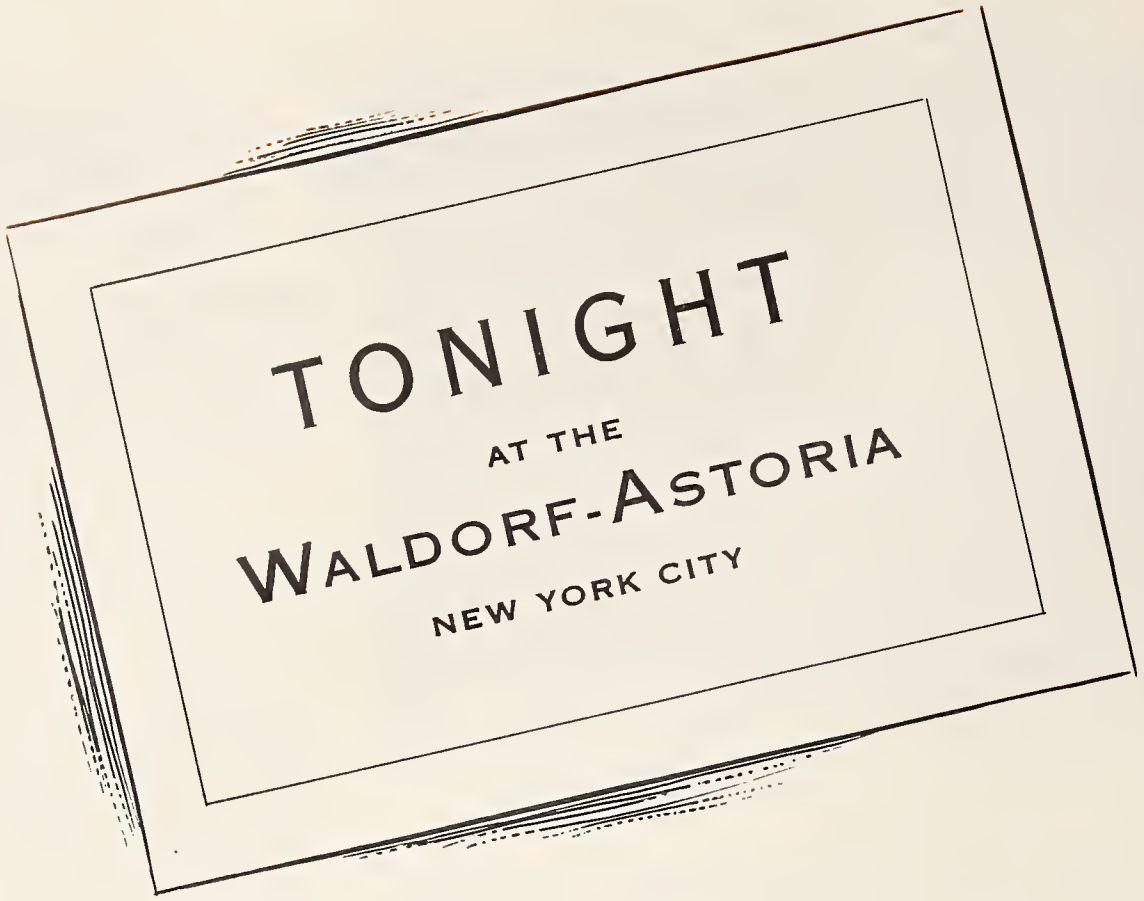
ACE Steering Unit

(*Continued from page* 1)

Schwartz, president of Metropolitan Motion Picture Theatres Assn.; Max A. Cohen, chairman of the board, Independent Theatre Owners, Bill Forman of Southern California Theatre Owners.

Others present were: Ed Lider, temporary secretary, Manny Frisch, Albert Pickus, Bob O'Donnell, Harry Mandel, Phil Harling and Harry Goldberg.

The work of the committee is preparatory to the meeting of the executive committee of 26 on Dec. 12.



The Motion Picture Pioneers

Honor

ARTHUR B. KRIM *and* ROBERT S. BENJAMIN

ADLAI E. STEVENSON

Principal Speaker

BOB HOPE *and* HARRY BELAFONTE

Special Guests

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 84, NO. 101 NEW YORK, U.S.A., TUESDAY, NOVEMBER 25, 1958 TEN CENTS

y Supreme Court

)ismissal of -L Anti-Trust uit Is Upheld

ie Vote Means Victory or Loew's, RKO Theatres

By J. A. OTTEN

WASHINGTON, Nov. 24. — The preme Court, on a 4-4 tie vote, held the dismissal of Eagle-Lion idios' anti-trust suit against Loew's d RKO Theatres.

Lower courts threw out the suit, claring that the Paramount judg-nt, on which Eagle-Lion had re-d heavily, was not admissable evi-nce. The high court's split deci-n upholds the results of the lower urt decisions, but is not as deci-e as a majority decision would ve been in setting broad principles future cases on the admissibility the Paramount judgments in pri-te suits. Presumably, this will have be tested again later, when the tire court or a different court

(*Continued on page* 3)

upreme Court to Rule n N. Y. 'Chatterly' Case

Special to THE DAILY

WASHINGTON, Nov. 24. — The upreme Court today agreed to rule hether New York state censors had ted legally in banning "Lady Chat-rly's Lover" on moral grounds.

The high court is being asked to le on the basic question of whether prior censorship of motion pictures unconstitutional. Judging from past perience, however, the court will try duck the broad question and con-

(*Continued on page* 3)

efuse to Reconsider n Pa. Sunday Films

From THE DAILY Bureau

WASHINGTON, Nov. 24.—The Su-eme Court today refused to recon-ler its earlier decision against up-tting Pennsylvania's ban on Sunday m showings.

The manager of a drive-in theatre as convicted for showing films on nday in Pennsylvania. He held the

(*Continued on page* 3)

600 Join To Honor Benjamin, Krim As 'Pioneers of Year'

By SHERWIN KANE

Robert S. Benjamin, chairman of the board of United Artists, and Arthur B. Krim, president of the company, were honored last night as "Pioneers of the Year" by nearly 600 members of Motion Picture Pioneers from all parts of the country, gathered at the Waldorf-Astoria Hotel here for their 20th annual get-together dinner.

Ned E. Depinet, president of the Pioneers, and Max E. Youngstein, United Artists vice-president, who acted as dinner chairman, presided before the capacity crowd and a dais of top industry executives, assisted by

(*Continued on page* 7)

For complete picture and story report of last night's Motion Picture Pioneers annual dinner, turn to pages 6 and 7 of this issue.

Seek to Expand Film Coverage in Cleveland

Special to THE DAILY

CLEVELAND, Nov. 24.—A group of distributors and downtown theatre managers will hold the third in a series of meetings with editors of local newspapers today as part of a campaign to "revitalize" the motion picture pages of the dailies for the mutual benefit of all groups. Dailies include the Plain Dealer, Press, and News.

To pinpoint their viewpoint, the distributor-exhibitor group have pre-

(*Continued on page* 2)

Reverse Dayton Decision To Ban 'Garden of Eden'

Special to THE DAILY

DAYTON, O., Nov. 24. — Second District Court of Appeals reversed a lower court decision that the showing of the nudist feature, "Garden of Eden" several months ago at the Sunset Cruise-in here, was unlawful.

In its reversal decision, the appeals court said: "Although it is accepted

(*Continued on page* 3)

Univ. Directors Meet Friday on Studio Deal

A special meeting of the Universal Pictures board of directors is scheduled for Friday, at which time it may act on the Music Corp. of America offer to buy the Universal studio.

Milton Rackmil, president of Universal, and Lew Wasserman, president of MCA, came here from the West Coast at the weekend. No purchase price has been officially disclosed but it is understood that the figure is sub-

(*Continued on page* 3)

REVIEW:

The 7th Voyage of Sinbad

Morningside—Columbia

IT'S DEVASTATING! It out-Kongs "King Kong"; it has all the elements that used to make the youngsters jar the rafters at the start of a serial, plus gorgeous Technicolored backgrounds and sound effects that make the ear drums tingle.

Sinbad was a busy man on his seventh voyage. What with escaping from the one-eyed Cyclops who towers above everything except the mountains; what with battling an enormous dragon that blows fire out of his nostrils; what with fencing with an agile skeleton that finally destroys itself by falling off a cliff, Sinbad gets no rest. A mysterious magician changes his fiancee, Parisa (Kathryn Grant) into a tiny figurine three inches tall to stop the royal wedding at Bagdad.

To get her back to normal size Sinbad (Kerwin Mathews) has to

(*Continued on page* 3)

Name Area Chairmen

Six Categories Proposed for Agenda of ACE

Steering Group Heads Will Prepare Interim Reports

Problems affecting exhibition were broken down into six main categories by the steering committee of the American Congress of Exhibitors in a meeting here at the weekend, and these will be offered as the proposed agenda for the meeting of the executive committee of 26 which will go into session on Dec. 12. S. H. Fabian presided at the committee session, held all day Saturday in the board room of Stanley Warner Corp.

Each of the members of the steering group will head a committee on the six topics selected and will prepare an interim report outlining a program of action to be submitted to the entire executive committee at a meet-

(*Continued on page* 2)

Report $45 Millions Offer for Fox Studio

Financial district reports that 20th Century-Fox has been offered $45,000,000 for its Westwood studio property by the New York real estate development firm of Webb & Knapp were credited with being responsible for heavy trading in the company's stock on the New York Stock Exchange over the past several trading days during which it reached a new high for the year.

Efforts to confirm the report were unsuccessful but one 20th-Fox official said that "several" offers to develop the property have been received and

(*Continued on page* 3)

Dual Bow December 12 For Fox's 'Inn' Here

Buddy Adler's production of "The Inn of the Sixth Happiness" will begin a dual American premiere engagement Friday, Dec. 12, at the Paramount and Plaza Theatres here following a gala charity performance the previous evening at the Paramount Theatre for the benefit of the Queens Fund for Greek Orphans.

PERSONAL MENTION

HARRY MANDEL, RKO Theatres national director of advertising-publicity, became a grandfather for the second time on Saturday with the birth of a boy, MICHAEL JEROME, to his daughter-in-law, MRS. MYRON MANDEL, at Phelps Memorial Hospital, Tarrytown.

•

NORBERT AUERBACH, Continental sales manager of Columbia International, and ERICH MUELLER, managing director for Germany, have arrived in New York, the former from Paris, the latter from Frankfurt.

•

JOHN DAVIS, managing director of the J. Arthur Rank Organization, will arrive in New York today from Torronto.

•

VICTOR HOARE, of British Lion Films, is in New York from London.

•

KENNETH MORE will arrive in New York from London on Thursday via B.O.A.C.

•

MILTON DUREAU, of Masterpiece Film Co., New Orleans, was in Atlanta from there.

•

SANDRA DEE was in Dallas on Saturday from Hollywood.

•

ROGER WOOD, head booker at Capital Releasing Corp., Atlanta, has returned there from Auburn, Ala.

•

MRS. LEE POLL, wife of the president of Gold Medal Studios here, has given birth to a son, JONATHAN PETER, at New York Hospital.

•

CLAIRE BLOOM will arrive in New York today from London via B.O.A.C.

•

HAROLD COOK, vice-president and national director of sales for Warner Brothers Records, will leave Hollywood tomorrow for New York.

M. H. Honors LeRoy

A scroll honoring Mervyn LeRoy as the director whose films have occupied the screen of the Radio City Music Hall for a longer period than any other director will be presented to the producer-director by Russell V. Downing at a ceremony in the Music Hall's president's office at 1 P.M. today. LeRoy's "Home Before Dark," his fourteenth film to play the theatre, will begin its fourth and final week on Thursday, recording a total of 63 weeks of playing time at the Music Hall, a record not achieved by any other director.

Agenda Set for ACE Meet

(*Continued from page* 1)

ing scheduled to be held some time prior to Dec. 12.

The six categories and the chairmen are as follows:

Post-48 films on TV—*William Forman,* Pacific Drive-In Theatres.

Toll-TV—*George Kerasotes.*

Producer-exhibitor-distributor relations, including such problems as runs, clearances, fast play-offs, availabilities, arbitration, new stars, advertising, etc. —*Horace Adams.*

Industry-government relations, covering U.S. financial aid to theatres, clarification of existing regulations concerning the industry, possible exemptions from anti-trust laws, and the right of exhibitors to serve on film company boards of directors, etc.—*Sol A. Schwartz.*

Ways and means to increase motion picture production, covering exhibitors entering into production and production by divorced circuits—S. *H. Fabian.*

Industry research, including need for production and exhibition to develop and use technical improvements and the wide field of consumer research, etc.—*Max A. Cohen,* Cinema Circuit Corp.

In order to speed up the presentation the executive committee urged every exhibitor in the country who has a helpful suggestion to communicate at once with the chairman of the particular committee in that subject. In this way the reports will reflect the thinking of exhibitors from the smallest theatre to the largest chain, it was pointed out.

Exchange Area Heads Named

To create a truly national organization as rapidly as possible and to establish effective liaison with the "grass rooots" the executive committee has drafted the following exhibitors as exchange area chairmen who, if not already members, automatically become additional members of the original committee of 26:

Albany, N. Y., J. Myer Schine; **Atlanta,** Jimmy Harrison, John Stembler; **Boston,** Sam Pinanski, Edward Lider; **Buffalo,** Andrew Gibson, Geo. McKenna; **Butte, Mont.,** Karl Anderson; **Charlotte, N. C.,** Ernest Stellings; **Chicago,** Jack Kirsch, James Coston, Dave Wallerstein; **Cincinnati,** Herman Hunt, Wesley Huss; **Oklahoma City,** Henry Griffing, Morris Loewnstein; **Pittsburgh,** Harry Hendel, Moe Silver; **Salt Lake City,** Sam Gillette.

Also **Cleveland,** Marshall Fine, Jack Armstrong; **Dallas,** Bob O'Donnell, Julius Gordon; **Denver,** Robert Selig, Neal Beasley; **Des Moines,** Myron Blank, Leo Wolcott; **Detroit,** Milt London, Louis Wisper, Irving Goldberg; **Indianapolis,** Marsh Wolf, Richard Lochry; **Jacksonville,** Horace Danning, Louis J. Finske, Mitchell Wolfson; **Omaha,** Myron Blank, Leo Wolcott, Bob Livingstone; **Portland, Ore.,** A. W. Adamson; **San Francisco,** Abe Blumenfeld, Roy Cooper.

Also **Kansas City, Mo.,** Dick Orear, Beverly Miller; **Los Angeles,** Harry Arthur, Spencer Leve; **Memphis,** M. A. Lightman; **Milwaukee,** J. B. Schuyler; Ben Marcus; **Minneapolis,** Frank Mantzke, Harold Field; **New Haven,** Morris Bailey, Geo. Wilkinson; **New Orleans,** Henry Plitt, Abe Berenson; **New York City,** Sol Strausberg, Walter Reade, Sidney Stern; **Philadelphia,** Bill Goldman, Jay Emanuel, Frank Damis; **St. Louis, Mo.,** Thomas James, Edward Arthur; **Washington, D. C.,** Orville Crouch, Marvin Goldman, Elmer Nolte, Jr.

Fabian said that never in his experience with industry gatherings has he met such "complete devotion and dedication" as was evidenced by the spirit of accommodation and cooperation which prevailed throughout the entire meeting. The committee also said it wanted to make it clear to all exhibitors that the present crash program is necessarily incomplete, and that it will be amplified and modified as suggestions and solutions are worked out with the cooperation of all interested exhibitors. It is expected that the organization of ACE with its method of rapidly mobilizing exhibitor opinion will in a short time achieve nation-wide unity to a degree never before possible.

Decisions Made in Morning

The framework of ACE as outlined above was decided upon during the morning session, and after lunch the balance of the day was devoted to an analysis of the 40 to 50 suggestions already before the executive committee and the allocation of these problems into the hands of the six committees.

The entire executive commitee was present, with Harry Brandt. Also present were three of the five alternates, namely, Manny Frisch, Al Pickus and Bob O'Donnell. The other two alternates, unable to attend, are Harry Arthur and Jack Kirsch. Assistants to the commitee present were: Harry Goldberg, Phil Harling and Harry Mandel.

Lipton Here on Plans For 6 Mos. Releases

David Lipton, Universal Pictures vice-president in charge of advertising-publicity started 10 days or two weeks of home office conferences yesterday on promotion and merchandising campaigns for the company's releases for the first six months of 1959. Lipton arrived from his Coast headquarters over the weekend.

Seek to Expan

(*Continued from page* 1)

sented to the newspaper editors bill of particulars setting forth su gestions to improve the page a create greater reader interest. Amo the things suggested is a quarte round-up of coming productio greater use of Hollywood syndicat articles to give the public inform tion that advertising does not cov a change in pictorial art policies use advance as well as current and inclusion on the financial pag of important motion picture ope tions.

The industry working committ headed by 20th-Fox publicity re resentative Adrian Awon consists, branch managers Harry Buxbau Paramount; Jack Sogg, M-G-M: Sa Weiss, Columbia; Bill Twig, Warn Bros.; David Rosenthal, United A ists; Jules Livingston, 20th-Fox, su stituting for Ray Schmertz; and the tre representatives Frank Murp and Ted Barker, Loew's; Di Wright and Howard Higley, Warn Bros.; Max Mink, Cinerama Pala and Jack Silverthorne, Hippodrom

'Mame' Opens Dec. 4

Radio City Music Hall's celebrat Christmas presentation, a lavish thre part program of festive stage a screen entertainment, will open Thursday, Dec. 4, with the screen traction Warner Bros.' "Aun Mame."

NSS Appoints Lustig

Jack Lustig has been appoint branch manager of the Denver change of National Screen Service, was announced by Burton E. Robbi vice-president in charge of sales NSS. Lustig was formerly manager the company's Memphis office.

NEW YORK THEATRE

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
JEAN SIMMONS
"HOME BEFORE DARK"
DAN O'HERLIHY • RHONDA FLEMING • EFREM ZIMBALIST, JR.
A Warner Bros. Picture
and GALA NEW STAGE SPECTACLE

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Sto Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vince Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Wa ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in t principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefell Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-Pre dent and Treasury; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a ye as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as seco class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 1

laims Automation for nimated Cartoons

By FLOYD STONE

A producer of cartoons said here sterday he's evolved and patented way of making them which is unial, even "revolutionary." He led he also will do something unial: he'll give the process, free, his fellow cartoon makers. If y'll accept it.

John Halas, male half of the Euean producing team of Halas and tchelor, said he is concerned with state of the "art." He is shocked cartoons, especially on TV. "The l is rapidly used up, and the new terial is worthless or non-exisit." The fact is, he observed, the lustry has retreated from its great ys. He hopes to restore them.

He said the usual way of making toons is to produce in segments; delegate specifics to the painting partment, the inking department, d so on. Devising new machines d tools, he has reduced from 20 12 the usual number of operans, he claimed. Three artists do work of 20. He termed his thod "the first step towards aunation in animation." Generally, is a method of drawing directly celluloid. The result is a superiy, he asserts, a richness which no rrent manufacture can equal.

In Hollywood next week, he excts to talk to Stephen Bosustow UPA, Walter Lantz, and others; d in New York this week, to NBC, whom he is showing the first of a ries he is making, "The Hairy rcules."

upreme Court

(*Continued from page* 1)

e itself to the circumstances of the e case.

The Board of Regents banned the n on the ground that it was imoral, claiming it presented adultery "a desirable, acceptable and proper ttern of behavior." The New York ate Supreme Court held against the gents, but the New York State ourt of Appeals upheld their deci-on.

The film's distributors, Kingsley ternational Pictures Corp., then apealed to the Supreme Court.

The court probably will not hear gument on the case until February later.

everse Dayton Edict

(*Continued from page* 1)

both sides as a fact that the film not obscene, yet inherent in much the argument is the contention that is nevertheless evil and immoral. But less such quality or some other fare makes imminent a public disder, an offense has not been comitted."

Sylvan Rothschild, former manager the drive-in, was found guilty last arch 5 by Judge Charles L. Mills the Montgomery County Common eas Court on charges of showing a m which advocated and taught nudn in violation of the state law.

The 7th Voyage of Sinbad

(CONTINUED FROM PAGE 1)

organize an expedition to go to Colossa Island, home of Cyclops, to obtain a piece of a Roc bird's egg shell for a magic brew. The Roc bird is no quail. Half the crew lines up along a roasted Roc leg after that colossal creature is subdued. The leg looks as though it might be ten feet long. Before the feast the bird picks up Sinbad and drops him into a nest at the top of a mountain.

The process by which the monsters and tiny humans develop these adventures is called Dynamation. It is the first time it has ever been presented in color. Some of the scenes were made at the Alhambra in Spain. Youngsters will scream themselves hoarse and report at home that it's wonderful. Oldsters will have to satisfy their curiosity about it after hearing the descriptions at home.

Take the most horrendous horror picture imaginable, fill it with the most imaginative action, seasoned with enough eye-filling beauty obtainable, and you have Sinbad. It's the Arabian Nights on a big screen. On the printed page the adventures have been around for a long time and each new generation has burned the midnight oil trying to keep up with the fantastic doings. That comes under the head of pre-selling in the grand manner.

Mathews and Miss Grant, as Sinbad and the Princess Parisa, are young enough and good-looking enough to be appealing. Torin Thatcher has the villainous role of the magician and plays it to the hilt.

The screenplay was written by Kenneth Kolb. The visual effects were created by Ray Harryhausen, who invented the "King Kong" figures. Charles H. Schneer produced with Nathan Juran as director.

Running time, 89 minutes. General classification. Release, in December.

JAMES M. JERAULD

'U' Directors Meet

(*Continued from page* 1)

stantially in excess of the $10,000,000 unofficially reported elsewhere earlier.

Rackmil, Adolph Schimel, general counsel, and Americo Aboaf, foreign manager, will leave here for London on Saturday.

Current financial reports are that a deal, should one materialize, would not include the real estate constituting the Universal back lot, as supposed earlier, but would be limited to the studio proper. Provision for Universal to lease studio space as needed is said to be included in the deal.

Reports widely circulated in the financial district, but unconfirmed, to the effect that Universal preferred stock would be called in and redeemed at $105 per share if the studio sale to MCA is consummated, caused the "U" preferred to jump from 65 to 91 in a few days trading last week.

Giving impetus to the skyrocketing bidding for the shares touched off by the report is the fact that only 44,000 shares of "U" preferred are outstanding and about 15,000 shares are known to be closely held.

Laudy Lawrence, former Continental European representative for M-G-M, United Artists, 20th Century-Fox and London Films Prods., holds 10,000 shares which he accepted in payment for his interests in theatres in Holland acquired by Universal some year ago. Universal has since disposed of its interest in the theatres. Several thousand additional shares reportedly are held by J. Cheever Cowdin, former Universal board chairman, and Charles D. Prutzman, former vice-president and general counsel of Universal.

"U" preferred closed yesterday at 87½, off from its Friday high of 92.

Report $45 Millions

(*Continued from page* 1)

no deal has been concluded. It was further reported that if the 20th-Fox studios were included in the real estate deal the price would be $55,000,000. In this connection, it was indicated that the property valuation might be so high as to make its continued use as a studio uneconomical. Should this prove to be the case, the property might be disposed of and a new studio be acquired or constructed on some new site.

The 20th-Fox plan to make much of its desirable Westwood property available for residential and shopping development was announced by the company early this year.

The financial district reports also suggested that a large portion of the proceeds from the property sale would be available for buying by the company of its own stock and retiring it.

Also contributing to the activity and strength in 20th-Fox stock, market observers say, are good earnings, future prospects including increased income from oil wells on the studio property and diversified investments now under discussion. The company's stock closed yesterday at 39⅞, off in the general market decline of yesterday from Friday's 1958 high of 42⅛.

Refuse to Consider

(*Continued from page* 1)

state law banning Sunday showings was unconstitutional, but a succession of state courts upheld the conviction. He then appealed to the Supreme Court. The court last month refused to review the case, and the exhibitor asked for a rehearing. The court today refused to change its mind.

E-L Trust Suit

(*Continued from page* 1)

participates. The newest member of the court, Justice Potter Stewart, was the abstaining judge.

The court issued no opinion on the case, merely announcing the result. It did not indicate, either, how the individual justices stood.

Eagle-Lion had charged Loew's and RKO Theatres with a conspiracy to deny it and other independent distributors access to the first neighborhood run market in New York City from 1946 to 1950. It relied heavily on the Paramount judgment to provide prima facie evidence of an illegal conspiracy.

Suit Dismissed Here

The New York District Court and Second Circuit Court of Appeals ruled the Paramount judgment was not admissible evidence in the Eagle-Lion case, holding that the judgment dealt chiefly with a conspiracy against independent exhibitors and the Eagle-Lion case dealt chiefly with a conspiracy against an independent distributor. With this ruling, they dismissed the suit. Eagle-Lion appealed to the high court, and the Justice Department backed it up as a "friend of the court," arguing the lower courts had taken too narrow an interpretation of the judgment.

The court took the case, and argument was heard only this month. But with Stewart abstaining, the court split four to four, and tie votes uphold the lower courts.

This means, attorneys for Eagle-Lion conceded, the end of the case. No further action can be taken unless a new suit is filed.

While the defendants, won this case and have the knowledge that four members of the high court side with the narrow application of the Paramount judgment, the court's action is not as decisive a victory as a clear majority opinion would have been. Unquestionably the matter will be tested again in other cases.

Picker Back Here from Month-Long World Trip

Arnold M. Picker, United Artists vice-president, has returned here from a month-long trip around the world during which he held meetings in Tokyo, Hong Kong, Manila, Rome, Paris and London to outline sales and promotional campaigns. For the first part of his journey to the Far East, Picker was accompanied by foreign division manager Alfred Katz. Together they held conferences in Japan, Hong Kong and the Philippines.

While in Tokyo, Picker started arrangements for UA to establish its own distribution in Japan.

T. Josefovits, 49

Teri Josefovits, 49, ASCAP composer, formerly staff pianist at the Broadway Paramount Theatre for 11 years, died of complications Sunday following surgery in Yonkers, New York.

"A MAJOR PRODUCTION...*Dramatic!*
Exciting! HAS ALL THE ELEMENTS
TO WIN STRONG FAVOR WITH FANS!"
FILM DAILY

LAURENCE HARVEY DAWN ADDAMS JOHN CLEMENTS MICHAEL CRAIG

The SILENT ENEMY

Based on the TRUE exploits of Commander Crabb, heroic Frogman of World War II

Adapted from the Book, "Commander Crabb" by Marshall Pugh

Produced by BERTRAM OSTRER Written and Directed by WILLIAM FAIRCHILD A ROMULUS FILM · A UNIVERSAL-INTERNATIONAL RELEASE

Another BIG ONE from U-I to make yo

UNDER A BILLION TONS OF OCEAN...

they fought the most fantastic battle of our time!

All the more incredible because it's TRUE!

Brisk, dramatic and exciting. Has all the elements to win strong favor with the fans.

FILM DAILY

This yarn grabs hold of viewers and holds their attention from start to finish... Exciting entertainment.

EXHIBITOR

A highly impressive melodrama...filled with many thrilling highlights ...photographed in superb fashion.

HARRISON'S REPORTS

Exciting film...laden with suspense.

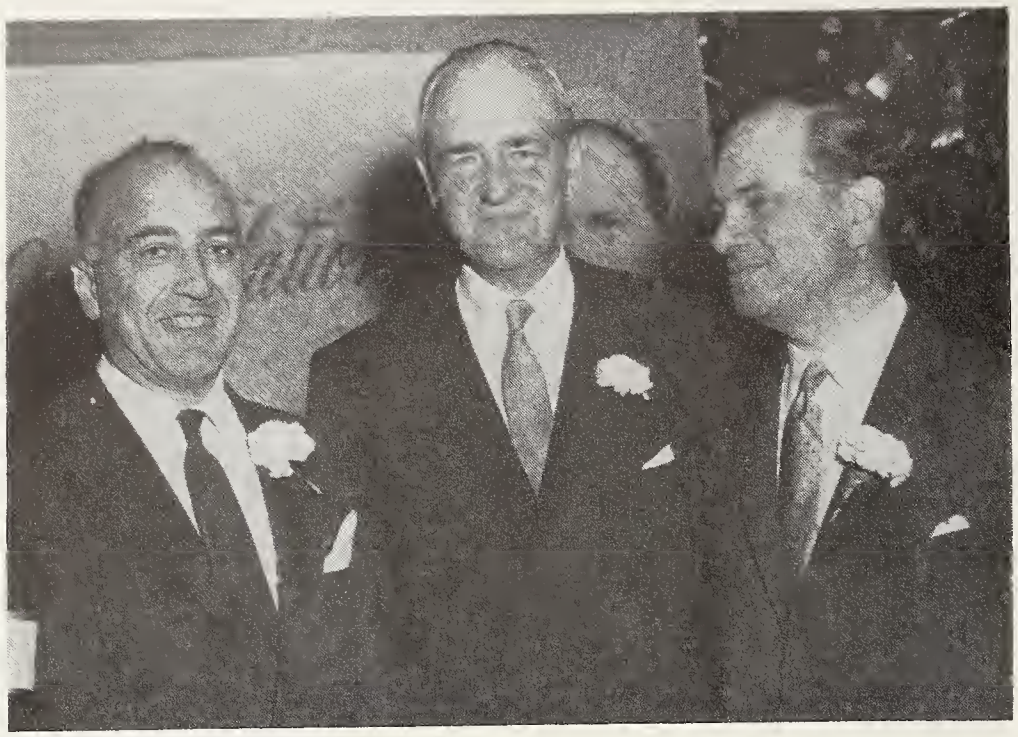
MOTION PICTURE HERALD

Absorbing adventure drama.

HOLLYWOOD REPORTER

oxoffice EXPLODE with BUSINESS!

The 20th Reunion of The Motion Picture Pioneers



Pioncers of the Year Arthur B. Krim (left above) and Robert S. Benjamin (right) with Ned Depinet, Pioneers president. Below, Benjamin with Benj. Kalmenson (center) and Herman Robbins.

Co-chairmen of the dinner William Heineman and Max Youn stein (above). Below, Moe Silver, Ben Joel and Charles Reaga

L. E. Thompson, Earle W. Hammons and John J. O'Connor (above). Below, Ed Fay, Sam Dembow, Eddie Dowling and Edward C. Raftery.

Relaxation and fun predominated at the Waldorf-Astoria Hotel last night as the Motion Picture Pioneers gathered from all parts of the country for their 20th annual dinner. Convivial groups caught by the camera are pictured here. The Pioneers paid tribute to Robert S. Benjamin and Arthur B. Krim as Pioneers of the Year.

enjamin, Krim Are 14th, 5th 'Pioneers of Year'

Robert Benjamin and Arthur Krim re the 14th and 15th industry figes to be honored by the Motion cture Pioneers with the designation ioneer of the Year." They were ed last night at the organization's nual dinner, held at the Waldorf-toria Hotel here.

Previous "Pioneers of the Year" re, in order: Adolph Zukor, 1947; is S. Eyssell, 1948; Cecil B. Delle, 1949; Spyros P. Skouras, 1950; k Albert and Harry Warner, 1951; te J. Blumberg, 1952; Barney Balan, 1953; Si H. Fabian, 1954; Herm Robbins, 1955; Robert J. O'Donll, 1956; and Joseph R. Vogel, 1957.

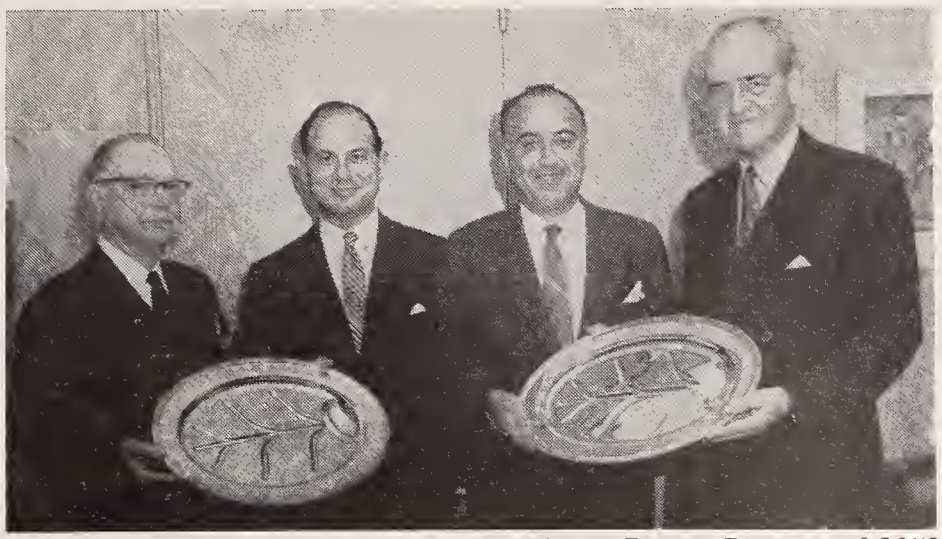
50 Members Inducted Into M. P. Pioneers

Sixty more industryites, having atned at least 25 years of association th the industry, became eligible for mbership in the Motion Picture Pioers and were inducted in the usual pressive ceremonies conducted by dge Ferdinand Pecora, counsel to e industry law firm of Schwartz & ohlich, at the Pioneers annual din- at the Waldorf-Astoria here last ght.

The inductees were: Leo Adler, rcy F. Allen, Joseph G. Aurrichio, R. Becker, Archie Berish, Burtus hop, Jr., Syd J. Bowman, Roy M. ewer, Norman J. Colqhoun, Joseph Deitch, Edward P. Doherty, Wilm J. Doyle, Howard C. Federer, rry Feinstein, Leonard Field, Berrd M. Friedman, Emanuel Frisch, A. Dewey Gibbs, Tom R. Gilliam, onard H. Goldenson, Jerome Gorn, James F. Gould and Len Gruenrg.

Also: Norman A. Hasselo, Dion F. Hoffarth, Milton Jacobson, Stanley sitsky, Sidney E. Kassel, Arthur B. im, Ben Levine, Ted Levy, Ilya E. pert, I. K. Makover, James F. Mcugh, David Melamed, Richard W. eff, John F. O'Donnell, Fred E. Penll, Benjamin Perse and C. John edari.

Also: Harold J. Rinzler, Leslie B. berts, Sol Roizman, Marvin Rothberg, Jack Schachtel, Dore Schary, m Schneider, Fred J. Schwartz, alter J. Sherwood, J. Edward Shue, Paul Smith, Herman Starr, orris O. Strausberg, Anthony A. rmini, A. A. Ward, M. Murray eiss, A. Alex Woodward, John W. right, Jack H. Zamsky and William mmerman.



Sterling silver trays designating them as Motion Picture Pioneers of 1958 are presented to Robert S. Benjamin and Arthur B. Krim (center, left to right), chairman of the board and president, respectively, of United Artists. Presentation was made at the Waldorf-Astoria Hotel last night by William J. German, Pioneer treasurer (far left) and Ned E. Depinet, Pioneer president.

Pioneers Honor Benjamin, Krim

(*Continued from page 1*)

William J. Heineman, U. A. vice-president and co-chairman for the dinner, and William J. German, Pioneers treasurer.

Adlai E. Stevenson, Democratic Presidential nominee in the last two national elections, was the principal speaker, and Bob Hope and Harry Belafonte provided the entertainment.

Krim and Benjamin were honored in recognition of the dramatic growth of their company under the management team assembled by them seven years ago.

Depinet turned the program over to Youngstein, who, after removing his coat and necktie, went to work with considerable vigor. "In today's industry," he said, "it is not so easy to achieve the 25 years required for membership in the Pioneers. I haven't been able to do it yet." He introduced Belafonte as a supreme craftsman and entertainer.

Belafonte brought down the house with songs dedicated to Benjamin and Krim, a large part of which was sung in Hebrew.

'Survivors,' Asks Stevenson

Stevenson spoke in a light vein, remarking that from what he has heard of the industry lately he is obliged to wonder if his hosts were pioneers or "survivors." "Benjamin and Krim," he said, "are old friends of mine. Moreover, they are clients of mine."

Noting that he was "sandwiched between Belafonte and Hope on the program," he said he felt "like one of the beat generation."

Stevenson recalled that Hope had made an appearance for Republican candidates in California in the recent election "and they lost by one million. I made two appearances in New York for the Democrats and they lost by five hundred thousand," he said.

Youngstein introduced Krim and Benjamin with a tribute to their personal qualities which had made "a genuine friendship" over and above their business relationship. "In this I speak for all United Artists partners," he said, adding that they are held in the greatest esteem by all their coworkers and that association with them has afforded great pleasure as well as satisfaction to all.

Krim Sees Others 'Deserving'

Responding, Krim said, "I am thrilled and embarrassed by this tribute on the part of the Motion Picture Pioneers, I am thrilled that a great statesman has honored us with his presence tonight, as well as Bob Hope and Harry Belafonte and so many distinguished members of our industry. I am embarrassed that there are so many more deserving of the honor. I accepted on behalf of all of our partners and the many in the audience who have helped us on the way."

Continuing, Krim said it gave him great satisfaction to be a part of an industry that brings happiness to so many and reveals the American way of life to the world. "This industry lives on crises," he said, "it is never boring. I wouldn't trade it for any other. We pledge to do our bit to help keep it strong and to live up to our responsibilities."

Benjamin, responding to Depinet's introduction, said, "The excitement of this evening has been so great, I think I'll retire now. I don't anticipate anying to surpass it in the years to come."

He thanked all those present for their contributions to the pleasures and sentiments of the evening, saying that it brought back many old memories of every highlight of his career since he had started at the age of 15 as an office boy in the New York Film Board of Trade.

Introducing Hope, Youngstein said, "This is the first time I've been called upon to introduce a corporation as a speaker."

Answering Youngstein later, Hope admitted he owned a number of corporations. "Most of them are for sale now in the lobby," he added.

Hope said he was "happy to be here for this Harriman rally. This town has a lot of sore losers. The man who opened my cab door tonight was Carmine De Sapio."

"Rockefeller," Hope continued, "will make a good politician. He'll never run out of gas. But at this gathering I feel like Governor Faubus in Harlem or a Republican in the Senate.

"I wanted to come here when I heard Stevenson was going to speak. He's one of my favorite older comedians. He's a rarity—a politician who is funny intentionally. Really, he's over the head of most of the public. What he needs is a Pinky Lee writer."

Depinet introduced Adolph Zukor and Walter Vincent as the oldest members and genuine industry pioneers. He also noted that Harry Brandt, who had been hospitalized made the dinner his target and was out of the hospital in time to attend.

Eddie Dowling, veteran actor and producer, drew the ticket that gave Benj. Kalmenson the Chevrolet. Depinet complimented the United Artists organization, which he said, had sold $8,000 worth of tickets on the car.

Texts of Inscriptions on Krim, Benjamin Gifts

The following inscriptions were engraved on silver trays presented by the Motion Picture Pioneers to Robert Benjamin and Arthur Krim at the annual Pioneers dinner at the Waldorf-Astoria Hotel here last night:

"To Robert S. Benjamin, with warm affection for the man and deep respect for his outstanding contribution to the industry. Motion Picture Pioneers, Inc. Ned Depinet, President, November 24, 1958."

"To Arthur B. Krim, from his industry friends with grateful appreciation for his vision and leadership. Motion Picture Pioneers, Inc. Ned Depinet, President. November 24, 1958."

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Professional MOTION PICTURE FILMS *release positive*

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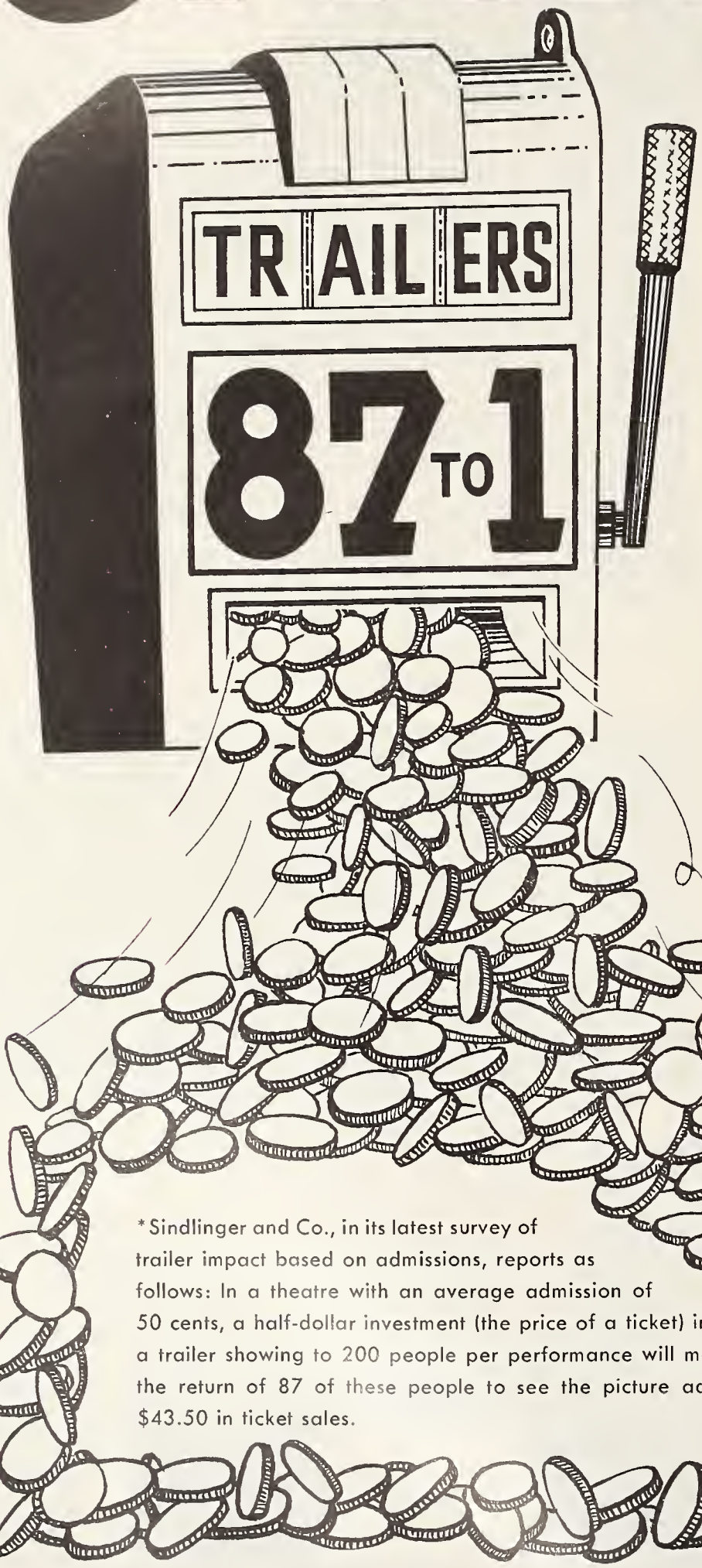
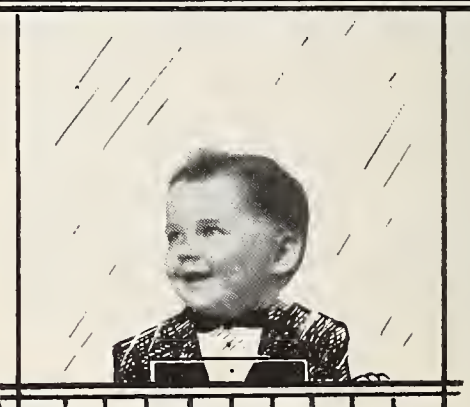


Just imagine putting a half-dollar in the slot and hitting the jackpot for $43.50!

In effect, that is what you do with trailers at each and every performance——except that trailers are no gamble! They're a sure thing motivating 87 admissions for the price of one!*

BOX OFFICE



NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

*Sindlinger and Co., in its latest survey of trailer impact based on admissions, reports as follows: In a theatre with an average admission of 50 cents, a half-dollar investment (the price of a ticket) in a trailer showing to 200 people per performance will motivate the return of 87 of these people to see the picture advertised for $43.50 in ticket sales.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 84, NO. 102 NEW YORK, U.S.A., WEDNESDAY, NOVEMBER 26, 1958 TEN CENTS

sks Funds

TOA Launches Drive to Ban All Toll-TV

ill Seek Legislation At ext Session of Congress

Preparation of a nation-wide grass ts campaign for legislation banning form of Pay-TV is being started at e by Theatre Owners of America. This was revealed yesterday in a letin from organization headquar- sent to TOA members through- the country. The bulletin requests ibitor cooperation and contribu- to finance the campaign on the owing schedule:

Four-wall theatres—500 seats, $5;) seats, $10; 1,000 seats, $15; 2,500 ts, $20, and over 2,500, $25. ve-in theatres—up to 300 cars, $5;), $10; 600, $15, and over 600, $.

The action is being taken pursuant a resolution adopted by TOA's an- l convention in Miami Beach last

(*Continued on page* 3)

Mayer Warns Foreign Film Men on Ads

The advertising of foreign films st change its approach if the field to mature, Arthur Mayer warned mbers and guests of the Associated tion Picture Advertisers yesterday. aking at the AMPA luncheon in Hotel Piccadilly at which a forum foreign motion pictures was fea-

(*Continued on page* 6)

icholson and Arkoff aking Kling Studios

From THE DAILY Bureau

HOLLYWOOD, Nov. 25. — James Nicholson, president, and Samuel Arkoff, vice-president, of Foamco, ., production arm of the four-year- l American International Pictures, ve announced the acquisition of the

(*Continued on page* 2)

LEVISION TODAY—page 5

Rank 'Third Circuit' Is Formed; 20th-Fox Executives Hail Move

By PETER BURNUP

LONDON, Nov. 25.—The new Rank Releasing Circuit, consisting of some 300 theatres formerly operated as part of the company's Odeon and Gaumont circuits, has now been formed, it was learned here today. The action is part of the "rationalization" plan of the J. Arthur Rank Organization announced a few months back as "designed to meet changed industry conditions resulting from attendance declines and production curtailments."

The new so-called "third circuit" was organized at highly secret talks in which executives of Rank, Associated British Cinemas, 20th Century-Fox, and controllers of leading inde-

(*Continued on page* 6)

3-Country Distribution Deal by Rank, Lion

From THE DAILY Bureau

LONDON, Nov. 25.—The J. Arthur Rank Organisation and Lion International have jointly announced an agreement under which distribution of Lion International product will be handled in Canada, Australia and New Zealand by J. Arthur Rank Overseas Film Distributors, Ltd. The pic-

(*Continued on page* 6)

Independent Production Lonely Activity: Schary

Individual responsibility of the independent producer in Hollywood is a "little tougher" than that of the producer working under direct studio supervision, but on the whole the task of both is about the same, Dore Schary said yesterday.

Dore Schary

Schary made the observation at a trade press luncheon at Absinthe House here prior to a screening of "Lonelyhearts," the first picture he has

(*Continued on page* 5)

Skouras Is Feted by Exhibitors in London

From THE DAILY Bureau

LONDON, Nov. 25.—Spyros Skouras, president of 20th Century-Fox, was feted here last night at a dinner party in celebration of the introduction of CinemaScope in England. Attending were many of the exhibitors involved in the creation of the new

(*Continued on page* 6)

Four Hollywood Films Sold to Czechoslovakia

M.J.P. Enterprises, Inc. has sold for Czechoslovakian Exhibition the Hollywood films, "East of Eden," "Moby Dick," "Old Man and the Sea," and "War and Peace," for $44,000, and is completing American film exhibition contracts with Rumania, Poland, East Germany and Hungary for a total of over $500,000,

(*Continued on page* 5)

REVIEW:

Auntie Mame

Warner Bros.

A PRODUCTION GEM. An entertainment delight. "Auntie Mame" is rich in unconventional escapism, yet blessed with that emotional ingredient, "heart." And, what's more, Rosalind Russell climbs aboard a new niche in her career, that of being an actress with a distinctively "hep" personality.

Her ability to glide through the title role, for which she is able to hold court with glib, uninhibited candor, and switch belly-laugh situations

(*Continued on page* 6)

Repeat

Green Files For New Loew's Proxy Contest

Acts Without Newman; No Solicitation at Once

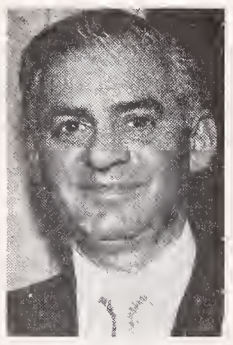
Another proxy contest at Loew's annual meeting of stockholders in February appears to be a definite possibility in consequence of the filing of notice by Louis A. Green, dissident director, with the Securities and Exchange Commission that he intends to wage a proxy fight.

Green is one of the three directors of Loew's who proposed accomplishing the company's divorcement by spinning off the MGM picture company instead of the theatre company. The other two directors are Jerome A. Newman, who last week said he would not engage in a proxy fight because it lacked the support of important financial groups representing substantial Loew's stockholdings, and Joseph Tomlinson, who waged last

(*Continued on page* 2)

Schwartz's RKO Theatres Contract Is Extended

List Industries Corp. yesterday announced the extension of the contract of Sol A. Schwartz as president of RKO Theatres, a subsidiary of List.



Sol A. Schwartz

Schwartz has been president and chief executive officer of RKO Theatres since 1950. He has also been a director, member of the executive committee and a vice - president of List Industries. His new contract, understood to be at $1,500 weekly, the same as at present, supersedes his present contract which would have expired next April. The term of the extension was not disclosed.

PERSONAL MENTION

JAMES A. MULVEY, president of Samuel Goldwyn Prods., has returned to New York from the Coast.

•

ERIC JOHNSTON, president of the Motion Picture Association of America, returned to Washington yesterday from New York.

•

ROBERT V. NEWMAN will return to Hollywood today from New York.

•

ROY O. DISNEY, president of Walt Disney Productions, has arrived in New York from the Coast.

•

ROBERT F. BLUMOFE, United Artists vice-president in charge of West Coast operations, has arrived in New York from Los Angeles.

•

JACK BRODSKY, trade press representative for 20th Century-Fox, will be married today to DOROTHY CHAIKA, formerly secretary to RODNEY BUSH, Fox exploitation manager. Ceremony will take place at the Supreme Court Building, with Judge SAMUEL GOLD officiating. The couple will honeymoon in Mexico.

•

ALFRED KATZ, United Artists foreign division manager, has returned to New York from the Orient and Australia.

•

ALLEN M. WIDEM, of the "Hartford Times," has returned there from Washington.

•

BERNIE SHAPIRO, of Southern Poster Co., Atlanta, and MRS. SHAPIRO have arrived in New York from Georgia.

•

PAULA KAPLAN, secretary to Roger H. LEWIS, United Artists national director of advertising-publicity, will be married on Dec. 7 to HERBERT MARGOLIN of Metuchen, N. J.

•

JAMES HILL, of Hecht-Hill-Lancaster, returned to New York yesterday from London.

•

LOU BROWN, advertising-publicity director of Loew's Poli-New England Theatres, New Haven, Conn., has left there with his wife and daughter for Europe.

No Paper Tomorrow

MOTION PICTURE DAILY will not be published tomorrow, Thanksgiving Day.

Green Files for Proxy Contest

(*Continued from page 1*)

year's unsuccessful proxy fight against Joseph R. Vogel's management and in doing so had the support of Lehman Bros.-Lazard Freres.

The Loew's board rejected the picture company spin-off proposal by a 16 to 3 vote last month with the Lehman Bros.-Lazard Freres representative voting for management's plan of divorcement. That plan was approved by the Federal court here last Friday and steps to consummate it are proceeding.

Cannot Reveals Plans Now

Newman, in revealing last week that he had abandoned consideration of joining in a proxy fight, said he would continue to work for changes in the Loew's board. Green's office said yesterday that, on advice of his counsel, Leonard Sheriff, he could make no public statements on his plans during the next five days because of SEC regulations. Sheriff said among the limited activities Green is permitted in the five-day period is the preparation of a slate of proposed directors. Loew's is entitled to do the same but is similarly restrained in other contest activities for the same length of time. Neither side can begin the solicitation of proxies now.

In his SEC notice, Green listed no personal ownership of Loew's stock but said that Stryker & Brown, the New York investment firm in which he is a partner, owns 150,035 of the 5,336,000 Loew's shares outstanding. The preliminary papers filed by Green contended the company would benefit "by changes in the composition of the board of directors."

A spokesman for Loew's said yesterday the company had no comment on Green's action.

Coyne Closes D.S.I. Deal in Washington

From THE DAILY Bureau

WASHINGTON, Nov. 25. — Robert W. Coyne, special counsel of the Council of Motion Picture Organizations, will join the Distilled Spirits Institute as president on Jan. 1.

Coyne's new job was nailed down on a visit to DSI officials here today. Coyne will be the first full time paid president the institute has had in recent years. At present the top man on a paid basis has been the executive secretary. The president and vice-president of the institute have been officials of member companies, spending only part of their time on DSI business.

Nicholson, Arkoff

(*Continued from page 1*)

lease for Kling Studios, effective Dec. 1, at which time the studio name will be changed to Amco Studios. All future American International features will be produced there.

After Jan. 1, 1959, AIP will begin construction of a home office building on the lot.

Acquisition of the Kling lease was made necessary by the growth of AIP's production schedule, which has risen in four years from one release to a schedule of 30 for 1959.

Company executives also stated that significant economies will be effected by centralization of production and distribution operations in one place.

Arkoff will leave Sunday for Chicago to finalize the agreement with Robert Eirinberg, president of Kling, for the purchase of the lease. The historic Hollywood property is owned by Security Pictures, which will lease back Amco studio space for some of its own production.

Beacon Case Arguments Set for Week of Dec. 8

From THE DAILY Bureau

WASHINGTON, Nov. 25. — The Supreme Court will hear arguments in the Beacon Theatre case the week of December 8th.

Court officials said the case would probably be reached on Wednesday, Dec. 10. Beacon claims it was improperly deprived of a jury trial in its anti-trust suit against Fox West Coast Theatres.

The court will also hear arguments on Monday, Dec. 8, on the government's anti-trust suit against RCA's acquisition of Philadelphia broadcasting stations. A lower court said the Justice Department could not challenge the acquisition because it had earlier been approved by Federal Communications Commission.

DCA Duo Bows Today

Two DCA pictures, "Monster from Green Hell" and "Half Human," will open first-run engagements today at some 50 theatres in the metropolitan area. The theatres include operations of the Skouras, Brandt, Prudential, Randforce, Cinema and Island circuits, many of which have been "sub-run" theatres. DCA plans to provide these theatres with other first-run product on a similar basis. The opening this week is being backed by a large advertising campaign on radio and in newspapers.

Al Cohan to MGM

Al Cohan, formerly with Universal Pictures in that company's home office advertising-publicity department, has joined the home office publicity department of MGM. He was at one time promotion manager for WJZ-TV.

TENT TALK

Variety Club News

NEW ORLEANS—Variety Club, Tent No. 45, has selected as its new directors Page M. Baker, Dan M. Brandon, Maurice Barr, William Holliday, William Murphy, Jr., Samuel Wright, Jr., Carl Mabry, George C. Nungesser, Sr., Roy Nicaud, Don Stafford and Joel Bluestone. Henry G. Plitt remains on the board. Election of officers will be held on Monday.

△

ALBANY, N. Y.—Tent No. 9, at a "Kings for a Day" dinner on Dec. 9 will honor William G. Somerville and Theodore G. Leiss, vice-presidents of Tobin Packing Co., for their generosity to the club's Camp Thatcher project as well as to many other civic causes.

△

CLEVELAND—The Variety Club recently sponsored ticket sale for an MG, British sports car, resulted in a gain of several thousand dollars for the club's charity fund. Winner of the car was Frank Belles, United Artists salesman.

△

OKLAHOMA CITY—George Capo ral, local exhibitor, has been elected chief barker of Variety Club, Tent No. 22 for 1959. His assistants will be Morris Lowenstein and Tom Johnson Frank Lynch is property master, and Jess Bollman dough guy.

△

BALTIMORE — Mike Rendelman Berlo representative, has been elected chief barker of Baltimore Variety Club. Others in the 1959 crew include Hy Boyer, George Doetsch Skelly Garfink, Bill Howard, Harry Low, Ralph Klotzbaugh, Vic Rubin Wilbur Baron, Roy Thompson, Norman Blum, Alvin Shapiro and Ir Pierce.

△

MEMPHIS — Edward P. Doherty co-owner of Exhibitor's Services, has been elected chief barker of Memphi Variety Club, Tent No. 20. Other elected: George Simpson, first assistant; Foddyce Kaiser, second assistant Howard Nicholson, property master Joe Keifer, dough guy; Bailey Pr chard, welfare director; Nate Evan and Pete Smith, entertainment direc tors; Conrad Bach and Kaiser, hous committee; Eli Arkin, press guy, an Carl Shorter, director.

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'OA Launches

(*Continued from page 1*)

nth, which directed its Pay-TV nmittee headed by Philip Harling t "undertake all neeessary action to law Pay-TV" as a "threat to the blic interest."

The TOA bulletin asserts that "Un- s we permanently kill Pay-TV in all forms, there is no future for our atres." It reports that Marcus Cohn Cohn & Marks, Washington, D. C., s been retained as the TOA com- ttee's attorney to prepare the case the exhibitors in their fight to ban y-TV in all forms.

Will Appeal to Congress

'Congress will begin holdings hear- s in January and we must prepare ation-wide grass roots campaign to p Congress arrive at legislation ich will effectively ban all forms of y-TV," the bulletin states.

'You responded nobly to our re- est for funds in 1953 and 1954," it ntinues. "We have been successful far in keeping Pay-TV out of the mes. We need the same help again, unless we can do an effective job t get proper laws passed, our future theatre owners is truly in jeop- dy."

On ACE Meeting Agenda

The subject of toll TV has been ced on the proposed agenda of the w American Congress of Exhibitors possible united exhibitor action in future. George Kerasotes, TOA sident, has been named chairman ACE's toll TV committee.

ucasta' Opens Today 3-City World Bow

A three-city world premiere of ilip Yordan's "Anna Lucasta" will held today at the Oriental Theatre, icago; the Orpheum and Holly- od theatres, Los Angeles, and the lifornia Theatre in San Diego, the ale of the film.

Heavily Promoted

The United Artists release has been cked by an intensive all-media pro- otional campaign in each of the pre- ere cities.

o Show EKC Process

Eastman Kodak Company's newly veloped type C color process will be strated with a series of photo- aphs from Samuel Goldwyn's orgy and Bess" at the convention National Photographers in Los An- les on July 28 to 31 at the Hotel atler. The Eastman type C color ocess, used extensively for the first ne in "Porgy and Bess" by photogra- er Al St. Hilaire, is said to have oduced outstanding results in 11x14 lor blow-ups from 120 size film used a rolliflex camera.

eorgia Theatre Burned

TLANTA, Nov. 25. — The East oint Theatre, East Point, Ga., owned Georgia Theatres, has been de- royed by fire.

Film Exchange Called Iron Curtain 'Peephole'

Special to THE DAILY

PHILADELPHIA, Nov. 25. — The recent film exchange agreement with the Soviet Union is one of several "small peepholes" the U.S. has managed to poke in the Iron Curtain in the last several months. U.S. Information Agency director George V. Allen declared.

"Let no one underestimate the impact of good motion pictures," Allen stated in his address to the World Affairs Council. "They have tremendous appeal to everyone everywhere. Merely by showing a backdrop of well-dressed people, of kids having fun, of streets full of cars, films do an excellent job of portraying the United States to others."

Sees People Reeeptive

Allen noted the recent film agreement means U.S. films will enter Russia for the first time since the 1930's. He said the Soviet people, like people everywhere, were curious about America and Americans, and "every time we open a hole in the Iron Curtain and let the light in, we score in the battle of ideas."

Other recent "peepholes" listed by Allen were the increasing two-way flow of visitors to the Soviet Union and U.S., increasing power for the Voice of America radio programs, the popularity of the monthly U.S.I.A. magazine America Illustrated, and the forthcoming U.S. national exhibition in Moscow next summer.

V. C. Sponsors Dinner

DETROIT, Nov. 25.—Variety Club, Tent No. 5, was one of the sponsors of the Annual Brotherhood Dinner of the Detroit Round Table of Christians and Jews held at the Masonic Temple here. Heading the dais were Dough Guy Fred P. Sweet and his wife, Barkerette Fay Sweet.

Among others present were Bill Green, Cinerama mid-western directors of advertising-publicity; Betty Watters, head of film distribution for the Jam Handy Organization, and Charles Whitaker, who manages the Palm Theatre for United Detroit.

Form Golden Age Club

COLUMBUS, Nov. 25.—The RKO Palace and Grand theatres will inaugurate the city's first Golden Age Movie Club on Dec. 1. Persons 60 years of age and over will be admitted at reduced rates. Matinee admissions will be 35 cents and evening admissions 50 cents.

The RKO theatres recently started Shoppers Nights on Monday and Thursday, with a 50-cent admission after 9 P.M.

Disney Film with 'Night'

Walt Disney's "Paul Bunyan," a Technicolor animated cartoon, has been selected for presentation with J. Arthur Rank's "A Night to Remember," starting Dec. 17, at the Criterion Theatre here.

Theatre Revokes Pass Of Critic in Albany

Special to THE DAILY

ALBANY, Nov. 25.—Long-standing dissatisfaction with the tone of "Knickerbocker News" reviews by Ormonde Plater, capped by his criticism of "Houseboat," led Alfred G. Swett, manager of the Stanley Warner Strand, to "lift" Plater's pass.

Swett called on Robert Fitchenberg, managing editor of the Gannett paper, to apprise the latter of the move.

Fitchenberg has directed Plater to continue covering the Strand, and to buy an admission ticket each time he attends a show there.

It was believed to be the first time a critic's pass had been cancelled here.

Reiterates Critieism

No publicity in the afternoon paper, or by the Strand management, followed the suspension. The critic defended the review of "Houseboat," which he had called "boring."

Swett reportedly contended to Fitchenberg that the article was unfair and inaccurate—so far as audience reaetion to the Paramount film went.

Kramer Resigns as RKO Foreign Sales Manager

Sidney Kramer, foreign sales manager of RKO Pictures, yesterday announced his resignation from the company, effective Dec. 5. He said that he will reveal his future plans shortly.

Affiliated with RKO for over 29 years, Kramer was in charge of all technical functions in the East; a director and officer of Cellafilm Corporation, a former subsidiary corporation jointly owned by RKO, Paramount and Universal. Kramer also established and headed the 16mm division at RKO; was short subjects sales manager; general sales manager at RKO Pathe; and foreign sales manager for RKO Radio Pictures.

Reade Suit Settled In N. J. Clearance

A $150,000 treble-damage action filed by Walter Reade Theatres against the major distributors and RKO Theatres was settled and discontinued in Federal Court here yesterday. The suit involved clearances for the Lawrence Drive-In, Lawrence, N. J., Reade having claimed that a 30-day playdate alloted the theatre following the RKO engagement was too long.

In the settlement the clearance period was cut to 14 days and Reade is allowed to request a further reduction in future "if circumstances warrant."

'Night' L.A. Date

The Rank Organization's "A Night to Remember" will have a special one-week engagement at the El Rey Theatre in Hollywood starting Dec. 17, to qualify for Academy Award consideration.

PEOPLE

Karl Hoblitzelle, president of the Interstate Circuit, Texas, has been elected chairman of the Southwestern Medical Center Council, a new group formed to shape the growth of a master enlargement plan for the Dallas Medical Center.

□

Hugh Prinee has resigned as circuit manager of Co-At-Co, Taccoa, Ga., to head his newly-formed company, the Toccoa Vending Co.

□

J. H. "Cy" Dillon, branch manager in Charlotte for Republic Pictures from 1935 until its recent closing, has been appointed representative in the Carolinas and Virginia for Hollywood Film Service.

□

Milton R. Yassenoff, vice-president and general manager of Academy Theatres, Columbus, has been named a management aide for the Bryson Building, new East Side office structure. He will continue his association with the circuit.

□

Bernie Mensehell, president of Bercal Theatres, Hartford, has been named to a two-year term on the Manchester (Conn.) Development Commission. He is a resident of Manchester.

□

Mickey Daly, Hartford industry pioneer, has reopened the 500-seat Plainfield Theatre, Plainfield, Conn., closed since Bercal Theatres completed a 10-year lease some months ago.

□

Jay Wren has been named executive vice-president and general manager of all Philadelphia theatres owned by **Harry Sley**.

□

Stanley Blaek, who has composed the scores for more than 60 British pictures, has been named musical director for Associated British Picture Corp.

□

Rank Film Distributors of America will be host at a reception at the Essex House here on Monday for **William MaeQuitty**, producer of a "A Night to Remember," and **Kenneth More**, star of the film which opens at the Criterion here Dec. 17.

Auto Trips as Prizes

United Artists is offering five cross-country auto vacations as part of a special promotion for its release of the William Wyler-Gregory Peck production, "The Big Country." The contest, which ends Jan. 1, is being sponsored in conjunction with the Avis Rent-a-Car agency.

Persons entering the contest are requested to complete in 100 words or less the sentence "I would like to travel across 'The Big Country' because . . ." and mail the entry direct to United Artists.

MOTION PICTURE DAILY'S BOOKING CHART

	ALLIED ARTISTS	COLUMBIA	M-G-M	PARA.	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L	WARNERS	OTHERS
NOVEMBER	**REVOLT IN THE BIG HOUSE** Gene Evans **JOHNNY ROCCO** Stephen McNally, Coleen Gray **CRIME AND PUNISHMENT U.S.A.**	**THE LAST HURRAH** Spencer Tracy, Jeffrey Hunter — 121 min. (Rev. 10/15/58) **TARAWA BEACH HEAD** Kerwin Mathews, Julie Adams —75 min. (Rev. 11/10/58) **MURDER REPORTED** Paul Carpenter, Melissa Stribling — 58 min. (Rev. 10/30/58)	**PARTY GIRL** (CS, color) Robert Taylor, Cyd Charisse — 99 min. (Rev. 10/20/58) **TUNNEL OF LOVE** (CS) Doris Day, Richard Widmark — 98 min. (Rev. 10/9/58)	**HOUSEBOAT** (VV, color) Cary Grant, Sophia Loren — 110 min. (Rev. 9/5/58) **WHEN HELL BROKE LOOSE** Charles Bronson, Richard Jaeckel — 78 min. (Rev. 10/31/58)	**IN LOVE AND WAR** (CS, color) Robert Wagner, Dana Wynter — 111 min. (Rev. 10/29/58) **MARDI GRAS** (CS, color) Pat Boone, Christine Carere—107 (Rev. 11/17/58)	**I WANT TO LIVE** Susan Hayward — 120 min. (Rev. 10/28/58) **THE MUGGER** Kent Smith—74 min. (Rev. 11/14/58) **TEN DAYS TO TULARA** Sterling Hayden, Grace Raynor	**BLOOD OF THE VAMPIRE** (color) Donald Wolfit, Barbara Shelley — 87 min. (Rev. 10/7/58) **MONSTER ON THE CAMPUS** Arthur Franz, Joanne Moore —76 min. (Rev. 10/28/58)	**HOME BEFORE DARK** Jean Simmons, Dan O'Herlihy — 136 min. (Rev. 10/10/58) **ENCHANTED ISLAND** (color) Dana Andrews, Jane Powell — 94 min. (Rev. 10/31/58) **FROM THE EARTH TO THE MOON** (color) Joseph Cotten, Debra Paget — 100 min. (Rev. 11/7/58)	**A TALE OF TWO CITIES** (R.F.D.A.) Dirk Bogarde, Dorothy Tutin — 117 min. (Rev. 8/8/58) **WINDOW'S WAY** (R.F.D.A.) (color) Peter Finch, Mary Ure — 108 min. (Rev. 10/6/58) **THE CRAWLING EYE** and **THE COSMIC MONSTERS** (DCA package) Forrest Tucker **THREE MEN IN A BOAT** (DCA) (CS, color) Laurence Harvey, David Tomlinson
DECEMBER	**THE GIANT BEHEMOTH** Gene Evans **ARSON FOR HIRE** Steve Brodie **GUNSMOKE AT TUCSON** (CS, color) Mark Stevens, Forrest Tucker	**THE SEVENTH VOYAGE OF SINBAD** (color, Dynamation) Kerwin Mathews, Kathryn Grant —89 min. (Rev. 11/25/58) **THE MAN INSIDE** (CS) Jack Palance, Anita Ekberg — 90 min. (Rev. 11/14/58) **SENIOR PROM** Jill Corey, Paul Hampton	**THE JOURNEY** (color) Yul Brynner, Deborah Kerr **TOM THUMB** (color) Russ Tamblyn, Alan Young	**THE GEISHA BOY** (VV, color) Jerry Lewis, Marie MacDonald — 98 min. (Rev. 11/12/58) **THE HOT ANGEL** Jackie Loughery, Edward Kemmer	**THE ROOTS OF HEAVEN** (CS, color) Errol Flynn, Juliette Greco — 135 min. (Rev. 10/16/58) **INN OF THE SIXTH HAPPINESS** (CS, color) Ingrid Bergman, Robert Donat—158 min. (Rev. 11/21/58) **A NICE LITTLE BANK THAT SHOULD BE ROBBED** (CS) Mickey Rooney, Tom Ewell **FRONTIER GUN** John Agar, Jayne Meadows — 70 min. (Rev. 10/29/58)	**SEPARATE TABLES** Rita Hayworth, Burt Lancaster **THE LOST MISSILE** Robert Loggia, Ellen Parker **MACHETE** Mari Blanchard, Albert Dekker	**THE RESTLESS YEARS** (CS) John Saxon, Sandra Dee — 86 min. (Rev. 10/23/58) **APPOINTMENT WITH A SHADOW** (CS) George Nader, Joanne Moore — 73 min. (Rev. 9/4/58)	**AUNTIE MAME** (color) Rosalind Russell	**MOST GALLANT LADY** (R.F.D.A.) Virginia McKenna, Paul Scofield **IT HAPPENED IN ROME** (R.F.D.A.) (Technirama, color) June Laverick, Vittorio De Sica **TONKA** (BV) (color) Sal Mineo, Phil Carey
JANUARY	**HOUSE ON HAUNTED HILL** Vincent Price **KING OF THE WILD STALLIONS** (CS, color) George Montgomery	**GOOD DAY FOR A HANGING** (color) Fred MacMurray, Maggie Hayes **LAST BLITZKRIEG** Van Johnson, Kerwin Mathews **MURDER BY CONTRACT** Vince Edwards, Phillip Pine **BELL, BOOK AND CANDLE** (color) James Stewart, Kim Novak — 103 min. (Rev. 10/22/58)	**THE ANGRY HILLS** (CS) Robert Mitchum, Elisabeth Muller **THE DOCTOR'S DILEMMA** (color) Leslie Caron, Dirk Bogarde	**THE BUCCANEER** (VV, color) Yul Brynner, Claire Bloom **TOKYO AFTER DARK** Richard Long, Nobu McCarthy	**THE SHERIFF OF FRACTURED JAW** (CS, color) Jayne Mansfield, Kenneth More—103 min. (Rev. 11/18/58) **RALLY 'ROUND THE FLAG, BOYS!** (CS, color) Paul Newman, Joanne Woodward	**ANNA LUCASTA** Eartha Kitt, Sammy Davis, Jr. **LONELYHEARTS** Montgomery Clift, Robert Ryan	**THE PERFECT FURLOUGH** (CS, color) Tony Curtis, Janet Leigh—93 min. (Rev. 10/8/58) **MONEY, WOMEN, AND GUNS** (CS, color) Jock Mahoney, Kim Hunter **THE SILENT ENEMY** Laurence Harvey —92 min. (Rev. 11/10/58)	**THE HANGING TREE** (color) Gary Cooper, Maria Schell	**SEA OF SAND** (R.F.D.A.) Richard Attenborough, John Gregson

Schary Lonely

(*Continued from page* 1)

ade as an independent after years working for major studios. The film, hich stars Montgomery Clift, Robert yan and Myrna Loy, is for United tists release.

Asked what he thought the major fference to be in running a studio id acting as an independent, Schary id the latter is a "more lonely kind operation." The independent has no ganization to go to, no departments rely on, and must make all his own cisions, Schary declared.

Enthusiasm Vital, He Says

All that the independent has is his vn resources and those of his small aff, the producer pointed out. "It es not follow," he added, "that the dependent will necessaarily make a tter picture than the man on the udio lot. What it boils down to is the thusiasm and integrity of the peo- e involved."

Schary said that he felt completely sponsible for "Lonelyhearts" as he id been "able to do what I wanted do from the very beginning." He id been attracted by the story, which based on a novel by Nathaniel est, for some time even though it as more of a "literary conceit" than dramatic plot. A play derived from ie book failed on Broadway last year, recalled, but said he felt the reason as "it lacked a point of view."

Story Changed Considerably

In the film, Schary explained, "we ve made radieal changes, tried to ake the values dramatic. We set out tell something about good and evil rather broad strokes."

Schary said he had no trouble in curing the stars he wanted for the m, as Clift, Ryan and Miss Loy all id "yes" without hesitation. The pic- ire was rehearsed for two weeks prior the start of shooting and then pho- graphed in continuity like a stage lay.

Four Hollywood Films

(*Continued from page* 1)

Jay Frankel, president, announced esterday.

Czechoslovak Filmexport will also urchase "Sayonara," "Captain Hora- o Hornblower," "Roman Holiday," nd "Sunset Boulevard," and two as t unselected films, by Dec. 31.

This is the first major sale of Amer- an films to the Iron Curtain coun- ies for payment in U.S. dollars, and urner Shelton, director of Motion icture Service U.S.I.A., has approved ie sale of these films as "appropriate" r showing in the Iron Curtain coun- ies, Frankel said.

M.J.P. Enterprises, Inc., located in ew York City, is a film export-im- ort company and has exclusive rep- sentation for the film product of Varner Brothers, Paramount and RKO r sales to all Eastern bloc countries. iri Marek, chief executive of the en- re Czechoslovakian film industry, and adislav Kachtik, general director of zechoslovak Filmexport, headed the elegation which completed the ar- rangements with M.J.P. Enterprises here last week.

The Czechoslovakian delegation has indicated that it will buy a larger number of films from M.J.P. in 1959. Frankel said he advised the Czechs on all available films, even those of producers not currently represented by him. Frankel's organization had made arrangements for accepting credits of the National Bank of each country in return for Ameriean product in future deals.

SAG Board Asks Study Of Merger with AFTRA

From THE DAILY Bureau

HOLLYWOOD, Nov. 25. — The Screen Actors Guild board of directors recommended to organization's membership, at its annual meeting tonight at the Beverly Hilton Hotel, that it authorize employment of an impartial research organization to study the feasibility of a merger between the Guild and the American Federation of Television and Radio Artists, and to develop possible merger plans for consideration by the members.

Recommendation by the national governing body of SAG climaxed a detailed report on a dispute between the guild and AFTRA regarding representation of players in video-tape programs and commercials if made at motion picture studios.

The report also reviewed the history of actors' attempts since 1938 to find a plan for a union merger that could insure benefits for actors.

AFTRA Attaeks Cited

In presenting its recommendations for an impartial survey, the SAG board said it recognized that a number of members would question the move in view of violent attacks on SAG by some AFTRA officials, and would therefore submit the matter to the entire membership throughout the nation in a mail referendum.

The guild now has 12,457 paid up members, making SAG the largest actors union in the nation.

During the 12-month period ending Oct. 31, SAG collected and distributed to members in residuals of films for television shows the record sum of $2,711,134, bringing the total amount distributed to date to $7,501,752. This amount does not include sums collected for sales to TV of post-'48 theatrical features, or millions paid direct to guild members in use-payments on TV commercials.

Howard Keel, newly elected SAG president, took over the gavel from Leon Ames, who remains a member of the board.

New Le Maire Status

HOLLYWOOD, Nov. 25. — Charles Le Maire, for 15 years executive director of wardrobe at 20th Century-Fox, will retire from that post upon expiration of his contract in March, 1959, to devote his time to designing selected motion picture productions. By agreement with executive producer Buddy Adler, he will costume three major productions annually at 20th Century-Fox.

Television Today

G. E., Westinghouse Hit In Civil Anti-Trust Suit

From THE DAILY Bureau

WASHINGTON, Nov. 25. — The Justice Department filed a civil anti-trust suit accusing General Electric and Westinghouse of a conspiracy to keep U.S. radios and TV sets out of the Canadian market.

The suit was filed in New York District Court. Also named as defendant was the N. V. Philips' Gloeilampenfabriken of Eindhoven, the Netherlands.

Canada Pool Charged

The government charged the defendants, with 13 co-conspirators, had set up a Canadian patent pool controlled by their subsidiaries to restrict U.S. radio and TV manufacturers from access to the Canadian market. This was done, the suit alleged, by threatening patent infringements suits against manufacturers or dealers selling U.S. sets. Licenses were also refused to dealers planning to import U.S. sets, the suit maintained. Justice said U.S. shipments to Canada had been "negligible" as a result of the alleged conspiracy.

Ellis Becomes Head Of Fremantle, Canada

Special to THE DAILY

TORONTO, Nov. 25. — Ralph C. Ellis was elected president of Fremantle of Canada Ltd., at a meeting of the board of directors here this week.

Report Sales at Peak

At the same time it was announced that sales by the company in Canada for the month of October were the highest for any month in the company's history. Sales for the first 10 months of 1958 were 25 per cent greater than for the entire 12 months of 1957.

Wilding Elects Gage

Hugh F. Gage has been elected a vice-president of Wilding Picture Productions, Inc., Chicago, and placed in charge of Wilding's Eastern sales division with headquarters in New York City. Clifford F. Weake will succeed Gage as manager of the Midwest sales division of Wilding in Chicago, according to the announcement by Jack Rheinstrom, vice-president-sales of Wilding.

CBS Sets New Series

The CBS Telcvision Network and Cy Howard have entered into an agreement under which Howard will produce and write a new situation comedy series entitled "The Wonderful World of Little Julius." Sam Levene and Eddie Hodges have been signed for the starring roles in the new series.

Commercials Also in Soviet, Cohn Finds

Russian broadcasters have sponsors, the industry is capitalistic but denies it, Ralph Cohn reported this week at Screen Gems, of which he is president. Riffling through 40 pages of notes gleaned through intense study of Soviet radio and television in Tuflis, Leningrad, Moscow, and Kiev, he said he was impressed by a somewhat primitive, basic use of "commercials." He uncovered these by close questioning of executives who were hospitable, naive about American broadcasting, snobbish about their own, and whose schedules inadvertently disclosed "bought" time.

Factories advertise for help, department stores that they have a new shipment of overcoats, theatres that they have a good picture, and television stations that they are telecasting a certain ballet.

Commereials Are 'Announcements'

The commercials are five minutes. Stations may use as many as three per day. Several advertisers may buy five minutes, or one. They are "commercials," Cohn told his hosts. "No, they are announcements," they replied.

The executives told Cohn our goal is to increase sales, theirs to give people information. He tried to get a picture of rates; but these vary; some are $10 to $25 per minute, others per word. They're cheap, he does feel.

"They made one very imporant point," he said: "They never break into a program, they never interfere with continuity." He added his own summation is they are wise in using as a base the continuing heritage of music, the dance, and other arts, but their programs also, on the objective basis, are reflections of those fields, not broadcasting.

Programs 50 Per Cent on Film

Motion picture people have the attitude towards television ours had about ten years ago, he was interested to find. Televisers produce some pictures, but for anything ambitious depend upon the established motion picture industry. Half the stations' programs were film, he estimates.

He added he and his associates by telling of the multitude of stations here, and programs—and that here there are also 'art' stations—"punctured some of their snobbishness."

—F.E.S.

Mayor in Plea for Frisco As Int'l Film Festival Site

Special to THE DAILY

SAN FRANCISCO, Nov. 25. — Mayor George Christopher today appealed to the International Federation of Film Producers Associations meeting in Paris to designate San Francisco as the fourth city to be officially sanctioned as an international film festival site next year. Other cities expected to be sanctioned are Berlin, Venice and Cannes.

"San Francisco is keen to host the world as the site for the fourth official international film festival" the mayor cabled.

Rank Circuit

(*Continued from page* 1)

pendent circuits such as Essoldo, Granada, and Sir Alexander B. King, participated.

Sees Greater Earning Potential

The new circuit will play product which hitherto went to the Gaumont circuit plus a proportion of that available from 20th-Fox. London theatres involved have a box office potential of £75,000 ($210,000), according to Kenneth Winckles, theatre chief of the Rank Organization. The new set-up, he declared, has a greater earning potential than the old Gaumont circuit.

No central booking agency is to be formed by the new circuit, and existing bookers will still be employed, "maintaining their autonomy."

'Fox Circuit' Strengthened

20th-Fox exccutives said today they feel their position is "considerably strengthened" by the new proposals, which mean, in effect, that the existing so-called "Fox circuit" is increased by 60 theatres, chiefly in the London area.

3-Nation Distribution

(*Continued from page* 1)

tures will continue to bear the Lion International trademark.

Earlier this year the Rank Organisation concluded agreements with RKO and Disney to distribute their product in many major territories. With the conclusion of the latest agreement Harry Norris, managing director of Rank Overseas, claims his company has taken a place "in the forefront of world distributors whether considered in terms of volume or quality of product."

Skouras Honored

(*Continued from page* 1)

"third circuit" of the Rank Organization.

Skouras spoke "off the cuff" adjuring his hosts to be on guard against the threat of toll-TV. "If you will be good sentinels," he said, "motion pictures will remain the world's greatest entertainment medium."

Auntie Mame

(CONTINUED FROM PAGE 1)

into meaningful heart-tugs, results in a performance that will not go unnoticed comes Academy Award time.

The film version of the best-selling novel by Patrick Dennis, scripted by Betty Comden and Adolph Green, is a rewarding successor to Lawrence & Lee's adaptation for the Broadway hit, in which Miss Russell also earned the plaudits of the hard-ticket buyers during her two-year engagement.

Filmed in Technirama, with color by Technicolor forming a veritable rainbow over the box office on its way to the screen, the 143 minutes of this sparkling production pass by, from main to end title, like a "whoosh," under the noteworthy direction of Morton DaCosta.

DaCosta's direction is notably facilitated by Harry Stradling's camera-work, (Miss Russell never looked more glamorous), Orry-Kelly's high fashion costuming and wardrobe, William Ziegler's fluid editing, Bronislaw Kaper's music background, and art director Malcolm Bert's significant changes of decor in Auntie Mame's Beekman Place apartment, which provided a unique means of establishing time and plot progression.

THE STORY, fabled or otherwise, is a biographical sketch of the novelist's aunt from the time he was orphaned at the age of 10, when he was placed under her guardianship, as well as subjected to the snobbish demands of an official bank trustee, until he marries, and history is about to repeat itself as his aunt appears destined to tender her influence over his 10-year-old boy.

Devoid of a principal plot, since it is in the main a succession of dovetailing vignettes with an enjoyable group of characters who come into Auntie Mame's life, the film achieves its high point when she ridicules with purpose the stuffed-shirt bigotry of her nephew's fiancee, his intended in-laws and the bank trustee. This episode, contrived in the memorable Joe Cook and Rube Goldberg fashion, finds its mark on the nephew who spent his schoolhood in an atmosphere of snobbery, causing him to break with his fiancee, Joanna Barnes, in favor of Pippa Scott, his aunt's secretary.

Each of the co-starring and supporting portrayals merits top of the dial ratings on the applause meter, especially those by Peggy Cass, Robin Hughes, as a pseudo-writer, engaged to collaborate on Miss Russell's autobiography, which Patrick Knowles has promised to publish; Fred Clark as the trustee; Vera Charles, Miss Russell's best friend and actress, who seems at home in a constant battle with hangovers; Connie Gilchrist and Yuki Shimoda, faithful servants, especially during the time when Miss Russell loses her money in the stock market crash of '29; and Forrest Tucker, in his blustering role of a wealthy Southerner, spelling a convenient marriage for Miss Russell, whom he widows during one of his fanatic picture taking moods on a round-the-world trek. This last effort was trying to take a snapshot of Miss Russell from an untrustworthy ledge of the Matterhorn.

FAVORING the role of the nephew were Jan Handzlik during his childhood, and Roger Smith when grown into manhood. Lee Patrick, Willard Waterman and their daughter, Joanna Barnes, depict the family of bigots in true satirical form.

Of the copious scenes that offer Miss Russell a field day, two of the funniest are ones in which she accepts the challenge of riding a spirited horse side-saddle in a fox hunt, to put the clincher on Tucker's proposal of marriage; and the time she takes a job in Macy's toy department for the Xmas holidays during the depression, fouling up an order book and not knowing how to write up any sales slips other than C.O.D.'s.

There's no doubt about it, "Auntie Mame" will prove to be a rich relation for every theatre bearing its title on the marquee.

Running time, 143 minutes. General classification. Release, in December.

SAMUEL D. BERNS

VMPTA Meets Dec. 3

RICHMOND, Va., Nov. 25. — A meeting of the board of directors of the Virginia Motion Picture Theatre Assn. has been called here by Sy Gates, president, for Wednesday, Dec. 3. Plans to combat proposed daylight saving time legislation and the program for the group's 1959 convention will be the main topics of the meeting.

AA Renews Dutch Pact

Allied Artists International Corp. has renewed a long-term eontract with N. C. City Film of Holland for the distribution of AA product in that area. Negotiations for the new pact were handled by AA International's European representative, Kenneth Murray, and H. P. H. Juten, for N. V. City Film.

Mayer Warns

(*Continued from page* 1)

tured, the veteran distributor and e hibitor said, "We who are fighti censorship may well have to pay f the fast buck follies of 1958."

Mayer, who was master of ce monies for the forum which includ talks by Richard Brandt, Don Vel and Bosley Crowther declared that great deal of present "art film" a vertising "tries to be salacious a turns out to be stupid, tries to daring and turns out to be dirty."

Deems European Films Less Popu

Crowther added to Mayer's wa ing on the nature of the advertisi and enlarged on the content of so of the pictures. He regretted th European producers, apparently ai ing at what they believe to be t mass American market have lost t neo-realistic touch which made th pictures so popular immediately af the war.

"It is too bad," he said, "that t terms 'art' and 'filthy' have beco synonymous. . . . The audience th was created for the Italian and Frer pictures which reflected the langua the customs, and the ways of life those countries, want the voice Europe not the vice of Europe."

Brandt Gives Today's Picture

Brandt, first speaker of the foru gave a realistic picture of fore film distribution as it is today. "T field is still small but it is grow and just beginning to mature," said. He pointed out that there only about 400 "hard core" art hou in the U.S. today—those which p foreign pictures exclusively—and t the maximum number of playda possible for a foreign picture ran between 3,000 and 5,000. "A gross $20,000 is big," he added, "a grosses of only $1,000 are not uncc mon. Sixty per cent of the nor revenue," he said, "comes from New York area."

Velde Treats Pressbooks

Velde explained the special pr lems of preparing pressbooks and cessories in small quantities to se the highly specialized field.

Atlanta Art Theatre

ATLANTA, Nov. 25.—This city v acquire its second first-run "art" th tre Thanksgiving day when the F Art Cinema, formerly the Garden Theatre, is reopened. House has b completely refurbished inside and with new screen and projection equ ment and seating installed. Open attraction will be "The Miller's Be tiful Wife."

Susan Hayward Touri

Susan Hayward, star of United Ar ists' "I Want to Live!" has left h for Europe on the first leg of a 17,000-mile overseas personal appe ance tour in behalf of the picture. companied by her husband, Ea Chalkley, she will visit Paris, Mil Frankfort, Berlin and several ot cities still to be announced.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 84, NO. 103 NEW YORK, U.S.A., FRIDAY, NOVEMBER 28, 1958 TEN CENTS

New York

ital Compo eeting Set or Dec. 9

ture Activity, Financing, yne Status, Successor Up

special meeting of the members, rd of directors and executive com- ee of Compo has been called for . 9 at the Astor Hotel here to on a number of matters vital to organization's future.

lthough no agenda was announced, understood that action on a pro- n of Compo activities for 1959 is ly to be foremost among the sub- s to be taken up.

he meeting also will be called n to resolve the future status of ert W. Coyne, Compo special sel, who is scheduled to become ident of the Distilled Spirits In- te in Washington on Jan. 1. Coyne

(*Continued on page* 2)

mmations in Goldwyn . FWC on Dec. 10-11

ral summation in the long pending -trust suit brought by Samuel lwyn Productions against Fox t Coast Theatres and others will eard Dec. 10 and 11 in Federal rict court in San Francisco. A sion in the case is expected soon r.

mes A. Mulvey, president of Sam- Goldwyn Prods., will go to San ncisco from New York for the ings.

ew's Markets Device r Music Background

oew's, Inc., has marketed a new ice for supplying background mu- in hotels, department stores, danc- studios and other retail establish- ts. Called "Metro-Pak, the Mu- l Voice of M-G-M," the device is usic cartridge which is a con- ous, self-contained reel-type tape

(*Continued on page* 3)

TELEVISION TODAY—page 4

Albany Distributors, Theatre Men To Seek 'Better Break' in Newspapers

Special to THE DAILY

ALBANY, Nov. 27.—A group of distributor and theatre representatives, armed with statistics on the advertising volume of local indoor theatres and surrounding drive-ins, and the amount of space given to motion pictures, as compared with that for television, plan to call on the publishers of Albany's two dailies soon.

The action is similar to that jointly taken recently in Cleveland by distributors and theatre operators. In the Ohio city a series of meetings have been held as part of a campaign to "revitalize" the motion picture pages

(*Continued on page* 3)

Tent No. 35 Sets Annual Election for Dec. 11

The annual election of Tent 35, Variety Club of New York, will be held in the board room of Allied Theatre Owners of New Jersey's Manhattan office on Dec. 11.

Tent 35's nominating committee has proposed the following for the 11 canvasmen, in accordance with the amendment to its constitution: Harry Brandt, Irving Dollinger, Walter Framer, Alex Harrison, Jack Hoffberg, Jack Levin, Ira Meinhardt, Sol Pernick, Robert Shapiro, Charles Smakwitz and James Velde.

The nominating committee, of which Harold Klein was chairman,

(*Continued on page* 2)

Wayne Ball Sales Head For NT's 'Windjammer'

From THE DAILY Bureau

LOS ANGELES, Nov. 27. — Wayne C. Ball, former division manager in Los Angeles for Columbia Pictures, has been appointed to the newly created post of sales manager for National Theatres' Cinemiracle production, "Windjammer," it has been announced today by John B. Bertero, NT president. Ball, who has been associated with several major distribu-

(*Continued on page* 4)

'Tempest' to Premiere In Naples Opera House

Special to THE DAILY

ROME, Nov. 27.—President Gronchi of Italy and Mrs. Gronchi head a long list of governmental and other dignitaries who will attend the world premiere Monday of Paramount's Dino DeLaurentiis production of "Tempest" a the San Carlo Opera Theatre of Naples.

The Italian Red Cross, premiere

(*Continued on page* 3)

'U' Board May Not Act On MCA Offer Today

Although Universal Pictures preferred stock rose another four points to 96 on a turnover of 4,500 shares on the New York Stock Exchange on Wednesday, based on reports that the issue would be redeemed at 105 with proceeds from the rumored sale of

(*Continued on page* 3)

REVIEW:

tom thumb

George Pal—M-G-M

AN IDEAL HOLIDAY release combining live actors and trick camera effects in an imaginative fantasy with music based on one of the Grimm fairy tales. Russ Tamblyn, the star, appears throughout as a tiny figure a few inches tall, and invests the role with a lively charm that will delight the youngsters and stir the memories of their parents.

The story is surprisingly dramatic in spite of the fairyland backgrounds. Two British actors, Terry-Thomas and Peter Sellers, attired as ragged tramps and bent upon stealing treasure from a castle, induce tom to descend on a rope through a grating and tie money bags to the end after

(*Continued on page* 3)

Committee Acts

Agree to Put B-B Campaign Over to April

Decision Voids Efforts to Start Radio Phase in Dec.

Agreement to put over the industry business-building campaign until next April has been reached but not yet announced by the campaign executive committee.

The decision voids the effort made by Theatre Owners of America at its recent annual convention in Miami Beach to start the radio phase of the campaign alone late next month. To assure such action, TOA agreed to subscribe any deficit up to $5,000.

However, distribution, which would be expected to match exhibitor contributions of about $150,000, was skeptical of the value of a radio campaign without the other elements of

(*Continued on page* 2)

See 700 TV Stations Abroad by Year's End

From THE DAILY Bureau

WASHINGTON, Nov. 27. — The U.S. Information Agency estimated there would be more than 700 television stations operating overseas by the end of the year.

This excludes the U.S., its territories, Canada, and armed forces stations. U.S.I.A. said there were 639 stations on the air at the end of September.

A total of 79 new stations went on

(*Continued on page* 4)

SPG Lists Nominations For 1958 First Quarter

From THE DAILY Bureau

HOLLYWOOD, Nov. 27. — The Screen Producer's Guild has chosen "The Best Produced Films" for the first quarter of 1958, with nominations for second and third quarters to be announced shortly, according to committee chairman Jerry Bresler, following meetings and screenings by his 20-member committee. Films nominated in each of four quarters will be

(*Continued on page* 4)

PERSONAL MENTION

HENRY GINSBERG is in New York from the Coast.

•

JOHN DAVIS, managing director of the J. Arthur Rank Organization, left here yesterday for London following a brief visit.

•

MILTON E. COHEN, United Artists Eastern-Southern sales manager, became a grandfather when his daughter, MRS. ALAN FRIEDBERG, gave birth to a boy, DAVID HAROLD, at Framingham (Mass.) Union Hospital.

•

WILLIAM MACQUITTY, Rank Organization produeer, will arrive in New York tomorrow from London.

•

SAM MAPLE, of the Lineoln Theatre, Bessemer, Ala., has returned there from New Orleans.

•

HAROLD LEWIS of ATA Trading Corp., has arrived in New York from Schenectady.

•

JAMES J. KRIEGSMANN, president of Copy-Art Photographers, and MRS. KRIEGSMANN have left here for Miami Beach.

•

WALTER PINSON, of Astor International Pictures, Charlotte, has returned there from Atlanta.

•

MRS. W. M. OSMAN, of the Strand Theatre, Covington, Ga., has returned there from Kalamazoo, Mich.

•

R. J. "HAP" BARNES, president of ABC Enterprises, Atlanta, has left there for a vacation in Florida.

•

MORRIS LEFKO, vice-president in charge of sales for the Michael Todd Co., is spending the week in Pittsburgh from New York.

•

HELENE W. GROVENSTEIN, president of the Atlanta chapter of WOMPI, will be married on Dec. 12 to ROSCOE SPEARS, Jr.

•

WILBUR BRIZENDINE, general manager of the Schwaber Theatres in Baltimore, has returned there with MRS. BRIZENDINE from a trip to the Virgin Islands.

'South Seas' to Pitt.

PITTSBURGH, Nov. 27. — "Cinerama-South Seas Adventure" will open at the Warner Theatre here on Dec. 23 as a benefit for the Pittsburgh Opera Co. The current tenant at the house is "The Old Man and the Sea."

Compo Meet

(*Continued from page* 1)

has a contract with Compo that has about two and one-half years to run. It is understood that his new six-year contract with D.S.I. permits him to handle outside assignments and indications are an arrangement may be made with Compo for him to work out his contract on a part-time, consultative basis.

Under such a plan a full-time executive in the Compo New York office probably would be required and the Dec. 11 meeting is expected to be called upon to decide and to make an appointment, should one be necessary. In any event, either modification or cancellation of Coyne's contract will be up to the meeting.

1959 Finaneing on Agenda

Compo's financing for 1959 also must be eonsidered, since no definite provision for it has been made yet. The Motion Picture Association board of directors when called upon to commit its member companies to match Compo dues collected from exhibitors, which has been the annual procedure heretofore, called for the development of a new Compo activities program first. In consequence, exhibitor collections are being held in abeyance and new financing for Compo, previously provided beginning in September, is not yet in sight.

The meeting also will be called upon to act on revision of Compo's bylaws resulting from recommendations of its legal committee, and also will consider recommendations prepared by its administrative committee, as well as any subjects which may be introduced by members at the meeting.

Triumvirate to Convene

The Compo governing committee, consisting of its truimvirs, Abe Montague, Sam Pinanski and Ben Mareus, will meet in advance of the general session to agree on proeedure for the meeting, arrange for someone to preside and to dispose of other preliminaries. Their conference probably will be held on Dec. 8.

Coyne Says Deal With D.S.I. Not Signed Yet

Robert W. Coyne, COMPO special counsel, said on Wednesday that while his preparations to join the Distilled Spirits Institute in Washington, D. C., as its president on Jan. 1 are in a "well advanced stage," he has not yet signed the six-year contract proffered him.

A Washington datelined story in MOTION PICTURE DAILY on Wednesday reporting that Coyne's new job was "nailed down" during a visit there that day, was mistakenly headlined "Coyne Closes D.S.I. Deal."

Coyne explained he is waiting to resolve the balance of his COMPO contract before signing the new one and expects that to be done by mid-December. Indications are he will act for COMPO in Washington on specific matters, as needed, after joining the D.S.I.

Detroit House Manager Pushes 'Pacific' Drives

Special to THE DAILY

DETROIT, Nov. 27. — Aggressive Dillon Krepps, managing director of the United Artists Theatre, is showing what showmanship can do with a sound attraction. Running nearly a year, he has two campaigns tied in for "South Pacific."

The Kroger chain offers customers "Kroger's Gift to You," a ticket with each $3.00's worth of purchases entitling the bearer to Todd-AO seat valued at up to $2.65 for 90 cents. Initial contract is for 30 days, and so successful is the plan proving it will, in all probability be extended.

Krepps was willing to reveal this mueh of the deal which is bringing store traffic to Krogers and thousands of customers to the UA: Value of store placards, radio, TV and newspaper advertising easily compensates for the difference in cost to the theatre.

Trip to Hawaii Offered

The second campaign, a "Detroit Times" social security game offering a United Artists Theatre Northwest Airlines "South Pacific" trip for two to Hawaii, is notable for the tremendous coverage the paper is giving it in ink and on the outside. One half million postcard-entries have been distributed, 5,380 newsstands bear cards, and 160 "Times" branch offices boast several kinds of signs and material. As a payoff, the paper is sending a reporter, who with photo coverage, will send in feature stories for a week, on the trip by the winners.

Tent No. 35

(*Continued from page* 1)

was composed of all past chief barkers, Max A. Cohen, Fred Schwartz, Edward Lachman, Edward Fabian and William German.

Additional nominations may be made prior to Dec. 4 by petition of 10 or more members in good standing.

The Tent's membership was reported at 383, and the year's fund-raising efforts produced $14,754. In January it will inaugurate the first of several Broadway benefit premieres designed to raise $50,000 in 1959 for the Tent's Cancer Control Research Foundation, of which Harry Brandt is president.

It was noted that the services of Ray Bell, retained recently by Variety Clubs International as Press Guy will be available also to the New York Tent.

B-B Campaig

(*Continued from page* 1)

the original all-industry busir building program. That include giant, national newspaper camp and a special public relations dri

Also militating against the star a radio eampaign alone during winter was the faet that the radio duction material was designed summer use, having been origin specifically for a campaign inten to have been started last June 1 consequence, the existing radio m rial would have had to be scrap and new material prepared for cember-January use.

Maximum Audienee Sought

Moreover, radio listening is at peak in the summer months. Thu smaller audience is in prospect f campaign started at the end of year. Hence, the decision to put the radio phase along with the of the all-industry campaign until spring, at least.

Some industryites believe a b ness - building program mately will be made a part of w ever recommendations emerge f the new American Congress of Exh tors and that, as a result, the pre b-b campaign is dead, for all pra cal purposes.

Refund Maehinery Provided

If ACE approves a b-b campa it is believed, the project may be ferred to COMPO to carry out. such an event, the approxima $150,000 on hand might be assig to the new project or, should the tributors demand, it could be retu to the original donors, less adminis tion and other expenses. The tributions have been reeorded deposited separately, making ret possible, should that be necessary

Kallet House Acquire

MARGARETVILLE, N. Y., N 27.—Clark A. and Roswell Sanford taking over the Galli Curci Theatr this Catskill Mountain commu from Kallet Theatres of Oneida. B ing and booking, effective Dec. 1, be done by Raymond S. Smith, for Warner Brothers branch manage Albany.

NEW YORK THEATR

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JEAN SIMMONS
"HOME BEFORE DARK"
DAN O'HERLIHY • RHONDA FLEMING • EFREM ZIMBALIST, J.
A Warner Bros. Picture
and GALA NEW STAGE SPECTACLE

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oliday Releases of UA
89 N. Y. Area Houses

ight major United Artists releases playing in 89 theatres of the tropolitan New York area during Thanksgiving holiday period, the pany disclosed on Wednesday.
n the Broadway-Midtown sector "The Big Country" at the Astor atre; Figaro Inc.'s "I Want To e!" at the Victoria Theatre, and e Horse's Mouth" at the Paris atre.
Michael Todd's "Around the World 80 Days" is playing at seven w's Theatres, while Stanley Kram- "The Defiant Ones" is being wn at 53 houses operated by w's, Randforce, Century, Brandt, ian, Rugoff & Becker and RKO uits, where it is being seen with ng Kong Confidential."
ome 25 circuit and independent tres are playing Brigitte Bardot's Parisienne." The accompanying ure is "The Fearmakers."
t the Brooklyn Paramount, UA is resented by "The Gun Runners."

empest' to Bow

(*Continued from page* 1)

sor, selected the San Carlo Opera the showing, marking the first e in its history that the world fa- s opera house will be given over xhibition of a motion picture. Spe- projection equipment has been alled at the Opera Theatre for the wing. Regular exhibition of "Tem- " will not begin in Italy until lay, Dec. 5.
state dinner, attended by Presi- t and Mrs. Gronchi, will follow showing. Premiere proceeds will to the Red Cross for care of the ntry's poliomyelitic children.
'an Heflin and Silvana Mangano, s of the picture, producer DeLau- iis, director Alberto Lattuado leading members of the Italian liament will be among the premiere dinner guests.

Coverage to Be International

remiere night activities will be ered by newsreels, nationwide vision and the international press. Tempest," the story of the Cossack ising against Russia's Catherine Great, will be Paramounts' Easter ase in the U.S. The film stars, in lition to Van Heflin and Miss Man- o, Viveca Lindfors, Geoffrey ne, Oscar Homolka, Agnes Moore- d and Helmut Dantine.
aramount has Western Hemi- ere distribution rights to "Tem- ." The company also will distrib- it in Great Britain and a number other European countries, except y, France, Belgium and the so-called Iron Curtain countries, where DeLaurentiis' distribution organization will release the picture.

tom thumb

(CONTINUED FROM PAGE 1)

telling him they are to use the money for distribution to the poor. The subsequent developments supply the menace. tom's adopted parents are accused of the theft, and there is a chase. Finally, the complications are straightened out.

On this delicate dramatic structure there are gay and carefree developments. Alan Young, a member of the town band, falls in love with June Thornburn, a woodland sprite but his moves toward physical contact are frustrated by her disappearances.

tom's appearance at the home of Bernard Miles, a poor carpenter, and his wife, Jessie Matthews, who immediately develops a material desire to protect him, leads to many amusing adventures as he goes through his antics to accommodate his tiny person to the immensity of normal-size furniture.

In one lively sequence George Pal has tom thumb dancing with animated cartoon characters and a chorus of Noveltoon figures. Youngsters will love this.

There is no point in trying to explain Pal's techniques in this picture. It's sufficient to report that it is lovely to look at; it seems real most of the time; and it is done with charm and gaiety.

Peggy Lee and Fred Spielman and Janice Torre and Kermit Goell introduce five songs. Ladislav Fodor, who wrote the screenplay, must have worked closely with Pal in taking advantage of the possibilities of his camera processes. Both displayed an imaginative understanding of what is required to make a fairy tale wholly delightful entertainment. The photography in Eastman color is high class.
Running time, 98 minutes. General classification. Release, in December.

JAMES M. JERAULD

'U' Board

(*Continued from page* 1)

the studio to Musie Corp. of America, company sources said it is not certain that the MCA offer will go before the Universal board of directors at its meeting today.

Universal common also rose 1⅝ on a turnover of only 1,700 shares in Wednesday's trading to a new high for the year of 28⅛. Decca Records, which owns 82 per cent of the Universal common, also reached a new 1958 high of 19⅝, up ⅞ on a turnover of 28,800 shares.

Rackmil Going Abroad

A Universal spokesman on Wednesday said that the special meeting of the company's board had been called for today only because Milton Rackmil, president, will be in Europe at the time of the regularly scheduled meeting. Rackmil, accompanied by Adolph Schimel, vice-president and general counsel, and Americo Aboaf, foreign manager, leave here for London tomorrow. Among other matters, they reportedly will close the previously announced deal by which Universal acquires four features from James Carreras' Hammer Productions, while in London.

Martin S. Davis, Paramount assistant director of advertising, publicity and exploitation, will leave New York today for Rome and Naples to attend the world premiere of "Tempest" and to discuss with Dino DeLaurentiis and his associates merchandising plans Paramount has for the picture. Davis is scheduled to return to New York next week.

Diners' Club Tie-In For 'Night' Tickets

Tickets to the reserved seat engagement of the Rank Organization's "A Night to Remember," which opens Dec. 17 at the Criterion Theatre here, may be charged by members of the Diners' Club through arrangements made by Kenneth N. Hargreaves, president of Rank Film Distributors of America, and Maury Ash, vice-president of the Diners' Club.

The service gives members of the club the opportunity to send in an order for tickets to the Criterion by mail and have the admission price charged to their regular Diners' Club account. In addition, they can purchase tickets at the box office upon presentation of their credit card.

Albany Distributors

(*Continued from page* 1)

of the local dailies for the mutual benefit of both groups.

In Albany the plea will be for a "better break" for films and the motion picture theatre, which one of the committee calls "a stepchild now." The group's contention is that the papers are allotting space to television "out of all proportion to the total number of advertising money dollars on that medium."

Fabian and Stanley Warner Theatres will be among those represented, according to present plans. However, a spokesman for each circuit may not visit both papers, on the mission.

Clayton G. Pantages, 20th-Fox manager, is taking the initiative in the attempt to correct what industry men have held for several years to be "a particularly sore spot."

Edward Susse, Metro resident manager, will be asked to join the group.

PEOPLE

Robert B. Wilby, former head of Wilby-Kincey Theatres, Atlanta, is a recipient of a certificate from the Georgia Tech Alumni Association as an alumnus of 50 years standing. Text of the certificate issued to members of the Class of '08 notes that "For five decades of manhood he has endured the foibles and trivia on this planet and has stood up well under the strain."

□

Harvey S. Firestone, Jr., chairman of the Firestone Tire and Rubber Co., and Dr. **O. Meredith Wilson,** chairman of the American Council on Education and president of the University of Oregon, will speak at the fourth annual national mass media awards dinner of the Thomas Alva Edison Foundation on Dec. 1 at the Waldorf-Astoria. At that time the 1958 Edison awards for outstanding film, TV and radio science and youth programs will be presented.

□

James J. Krondes of New Rochelle and **Sidney Jacobson** of Brooklyn have been elected to membership of American Society of Composers, Authors and Publishers, it is announced by **Paul Cunningham,** president.

□

Dick Kennedy, Birmingham, Ala., theatre owner and president of the Theatre Owners of Alabama, will be a guest speaker at the Motion Picture Exhibitor Convention in Jacksonville, Fla., scheduled for next Sunday through Tuesday.

Loew's Markets

(*Continued from page* 1)

container. It is combined with sound reproducing equipment, including preamplifier, amplifier and speaker. The tape is pulled from the center and after passing the playing head, is automatically wound on the outside of the cartridge reel. Individual or multiple messages, or musical selections of varying length may be repeated as desired, limited only by the length of the tape in the cartridge.

UA Sets 'Live!' Contest

United Artists will award one of three foreign-made sports cars to the winner of its "I Want to Live!" contest. Contestants will submit a statement saying why they "wish to live modern . . .", naming the car desired and submitting the entry to United Artists. The contest is sponsored by PA in conjunction with The Continental Car Combine of New York.

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Thirty years Major Motion Picture Company • All phases Theatres • Production • Advertising Costs • Legitimate Theatre Background.
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SPG Selects

(*Continued from page* 1)

eligible for the Screen Producers Guild's annual "Best Produced Theatrical Production Award," to be given at the Guild's annual dinner.

Nominations for first quarter are: "The Long Hot Summer," Jerry Wald (20th Century-Fox); "Cowboy," Julian Blaustein (Columbia); "The Brothers Karamozov," Pandro S. Berman (Metro-Goldwyn-Mayer), and "Teachers Pet" William Perlberg (Paramount).

Wayne Ball Named

(*Continued from page* 1)

tors, began his career with Fox Film Corp. in Omaha and has been with Columbia Pictures for the past 26 years, mostly in the Los Angeles area. He will headquarter at NT's home offices here.

Currently in its 34th week at Grauman's Chinese, "Windjammer" is booked to move to the New Fox on Christmas Day.

Baltimore Theatre Sets Subscription Series

Special to THE DAILY

BALTIMORE, Nov. 27. — A series of six "masterpiece" films are to be shown at the Century Theatre here on a subscription basis on Saturdays at 10 A.M. The schedule, arranged in cooperation with Baltimore schools, includes one picture a month, starting in December and terminating in May.

Subscription tickets for the entire series are $2.40 each with adults being admitted for the same price but the adult must be accompanied by two or more students.

Films listed in succession are "Moby Dick," "The African Lion," "Spirit of St. Louis," "A Man Called Peter," "Heaven Knows, Mr. Allison" and "The King and I."

Brandeis Honors Engel

HOLLYWOOD, Nov. 27. — Motion picture producer Samuel G. Engel will be honored at the sixth annual tribute to Brandeis University on Dec. 10 in the Beverly Hills Crystal Room. He will be formally inducted by university president Abram L. Sachar as a Fellow of Brandeis University, a designation providing membership in the select advisory body of the Waltham, Mass. school.

Medallion Acquires 2

Medallion Pictures here has acquired negative rights to two new films: "Impulse," starring Arthur Kennedy, and "The Gilded Cage," starring Alec Nicol. Plans are being made for theatrical release.

LeRoy Guest of Starr

An on-the-spot interview from the streets of New York with Mervyn LeRoy, producer-director of "The FBI Story," will be broadcast today on "The Martin Starr Show" over WABC Radio from 11:15-11:30 P.M.

REVIEW:

Blonde Blackmailer

Deane—Allied Artists

HARTFORD, Nov. 27

Richard Arlen tops cast of this Charles Deane attraction, which is compact and concise. Only brevity of running time precludes top-lining the Allied Artists release in double-bill situations. Packaged with like entertainment, it figures to provide taut entertainment.

The aforementioned Deane produced, directed and wrote "Blonde Blackmailer." The basic plot revolves around a wrongly-accused man (the charge was murder), who resolves, upon prison release after seven years, to check into the whys and wherefores of the crime. The man, of course, is Arlen.

Going back over the years, he learns, is not the easiest method of piecing together threads of information. A Seotland Yard detective (Howard Lang) unsuccessfully tries to persuade Arlen to forget the past. Arlen and fiancee Constance Leigh, plod diligently on, however. The curious twosome eventually learns that unknown individuals wish no more investigations; Arlen is beaten up by three thugs. In the process, the real murderer is finally unmasked.

Clive St. George functioned as production associate.

Running time, 58 minutes. General classification. Release, in November.

A. M. W.

CD Tieup for 'Missile'

Civil Defense personnel in the Miami area will participate in a special promotional feature in connection with the openings there of United Artists' "The Lost Missile" at the Paramount, Colony and Coral theatres on Dec. 3. Members of the C.D. corps will distribute shock tags to patrons and demonstrate the use of survival kits, which will be on display in the theatre lobbies.

Russians AMPP Guests

HOLLYWOOD, Nov. 27. — Delegation of Russian film personalities and technicians visiting Los Angeles as part of a nation-wide tour, tomorrow will see how Hollywood's film industry operates when they visit the major motion picture studios.

The Hollywood visit, arranged by the Association of Motion Picture Producers, starts Friday morning, when the entire group will meet at AMPP offices for a press interview.

Mexico Invites Solow

HOLLYWOOD, Nov. 27. — Sidney P. Solow, vice-president and general manager of Consolidated Film Industries, accompanied by Mrs. Solow, has left for Mexico to attend the inauguration of the new president, Adolfo Lopez Mateos. The invitation was extended by the Mexican Government in recognition of Solow's technical assistance to the Mexican film laboratory industry.

Television Today

700 Stations

(*Continued from page* 1)

the air in the third quarter, U.S.I.A. reported, compared to 57 in the preceding three months. Western Europe led with 56 new stations.

The agency also estimated the number of TV sets in use abroad as of Sept. 30 at 21,585,200, an increase of some 1,400,000 sets during the quarter.

Helen Hayes to Star

Helen Hayes will make one of her rare television appearances as star of "One Red Rose for Christmas," the U.S. Steel Hour dramatic offering for Wednesday, Dec. 17, at 10 P.M., EST, via Channel 2. Miss Hayes will portray a nun who relearns the meaning of love from a child she regards with hostility and distrust. The teleplay was adapted by Leonard Moran from a novelette by Paul Horgan, will have Ruth McDevitt, Patty D and Joseph Sweeney in other lea roles.

TV Stations Sell 8mm Cartoons for Home U

Bugs Bunny, Daffy Duck, Twe and Sylvester are being made av able to home viewers in 8mm vers by television stations showing Warner Bros. cartoons being sold United Artists Associated, form Associated Artists Productions.

In advance of the regular retail tribution of the home movie vers of the cartoons, stations which gram the cartoons are being gua teed exclusive distribution in t markets at least through the Christ season. The offer consists of three foot cartoons, regularly priced at $ each, plus a bonus film file, all $9.95.

One Man's TViews

By Pinky Herman

PAT O'BRIEN, who portrayed "Knute Rockne" in 1940 in the mo picture based on the Notre Dame coach's life, will again nar events dealing with "Rockne" Sunday TVia ABC's "You Asked For . . . It must be a grand thrill. We refer, of course, to the fact that a years of programming and planning successful record programs c NBC, Shelley Dobbins experiences the joy of having written the lyric Nat King Cole's sensational recording (Capitol) of "Non Domentic . . . Texas, the second largest state in the union (ah, there, Chambe Commerce of Alaska) has sent its most successful radio-TV salesr Danny Marshall to Gotham, where the multi-talented dynamo (sin acts, clowns and tickles a mean Ivory) is preparing to break into big time via The Versailles Club in Greenwich Village, Dec. 5. . . . (Radio's famous "Mr. Keen") Clarke, who's packed up his bundle greenbacks and supply of varied talents and hied himself out to Ho wood, has just purchased two houses in Burbank. (good luck—good l —one for each domicile.) . . .

☆ ☆ ☆

Three years ago while chatting on the air with Milt Grant on his p ter-chatter program over WOL in Washington, D.C. Milt confided in (including the thousands of his listeners) that he nourished certain id to help battle juve delinquency. That he has done exactly that by is tremendously popular daily "teen-age dance hops" TVia WTTG be attested in the figures we have, compiled by the local survey show his August, 1958 rating as tops with 11.8. (to parents in the area, initials M.G. likewise may well stand for "mucho gracias.") . . . W Bob Hope gave his TVersion of "Roberta" recently over NBC, he noti the fine work of a young comedienne Janet Lord. That's howcome Jan will be seen as "the secretary," in Bob's forthcoming flicker, "Alias Jo James." . . . For years, Teri Josefovitz thrilled nite club and the audiences with his piano magic, but somehow his compositions (he a member of ASCAP for many years) never were given the plugs t rated. Three weeks ago, simultaneous with his admission to a hospi for an emergency operation, Polly Bergen's Columbia disk of his beautu ballad, "It's Au Revoir Again," was released. Teri passed away this w and can never enjoy the thrill of his first HIT but his best friend "Heart"ner Mrs. Teri (Jesse) Josefovitz will need the royalties. We k that the thousands of deejays all over the country will latch onto fine recording and zoom it onto the Hit Parade. . . .

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 84, NO. 104 — NEW YORK, U.S.A., MONDAY, DECEMBER 1, 1958 — TEN CENTS

EDITORIAL

Art' Film Censure

By Sherwin Kane

THE counsel given distributors of foreign films by Arthur Mayer and Bosley Crowther at the Associated Motion Picture Advertisers luncheon meeting here last week can be of great value to them and, if heeded, will aid in reducing criticism of film and theatre advertising that, in so many localities, is reaching proportions which could spell trouble for the industry as a whole.

Mayer, who is as familiar as the public with American distribution of films made abroad, noted that all too much advertising of imported films sets out to be "stupid" when it escapes the salacious, and succeeds merely in being dirty when it tries to be daring.

"We who are fighting censorship," Mayer said, "may well have to pay for the fast buck follies of 1958."

•

Crowther, who as film critic of the N.Y. Times has done much to increase the audience here for imported films, especially the so-called art film, told his audience that the state of the imported film has so deteriorated that artistic elements which made the early post-war films notable have been ignored for supposedly popular, or commercial, ingredients.

"It is too bad," he said, "that the terms 'art' and 'filthy' have become synonymous. The audience that was created (for the early film imports) wants the voice of Europe, not the voice of Europe."

•

Both the content of all too many imported films and the advertising of them have given offense to large segments of the public, and the public's displeasure is being manifested in criticism, protest and demands for censorship.

While offending films and ads are not limited to imported product, it is a fact that they comprise a substantial part of what has drawn so much public censure of the current cinematic scene. Pictures which have the

(*Continued on page 2*)

French Film Industry Presses For Extension of Aid Fund Law

By HENRY KAHN

PARIS, Nov. 26 (By Air Mail).—The French film industry cannot continue to exist without the financial assistance it receives under the Aid Law, in the opinion of industry observers here.

The matter has become extremely pressing as it now seems certain that M. Antoine Pinay, current minister of finance, will be retained in the next government. Pinay is known to regard the Aid Law with dislike. He is par-

(*Continued on page 4*)

Fox 39-Week Earnings Show Increase Over '57

20th Century-Fox had consolidated earnings of $6,590,991 for the 39-week period ended Sept. 27 as compared with $5,623,858 for the same period last year, the company reported in a statement issued at the

(*Continued on page 4*)

Yassenoffs Acquire Six Neth Theatres

Special to THE DAILY

COLUMBUS, O., Nov. 30. — Controlling interest in the six Neth neighborhood theatres here has been acquired by Leo and Milton Yassenoff, operators of the Academy circuit of

(*Continued on page 4*)

Pope Praises Film, TV Men for Papal Coverage

Executives of the motion picture, television and radio industries and all those who collaborated on the coverage of the funeral of the late Pope Pius XII and the election of his suc-

(*Continued on page 4*)

Hyman Sees Top Film Season Forthcoming

Special to THE DAILY

BOSTON, Nov. 30. — Upcoming product indicates that the new season will be "one of the biggest in the history of the industry," Edward L. Hyman, vice-president of American Broadcasting - Paramount Theatres, told a special meeting of New Eng-

(*Continued on page 4*)

Columbia Stockholders Meeting on Dec. 15

Columbia Pictures stockholders will elect nine directors and will act on an employment contract and stock options for Leo Jaffe, first vice-president and treasurer, and a stock option for Samuel J. Briskin, vice-president and

(*Continued on page 4*)

REVIEW:

Lonelyhearts

Schary Prod.—United Artists

IN HIS FIRST picture as an independent producer, releasing through United Artists, Dore Schary has characteristically tackled unusual and provocative subject matter. It is the kind of film in which an intriguing story is told which can be enjoyed for its own sake while there are philosophical overtones for those in the audience willing and able to ponder them. Theatregoers have been most receptive to several pictures of this nature

(*Continued on page 4*)

At Annual Meet

Fla. Exhibitors Urged to Send Ideas to ACE

Roscoe Also Reports on Army Film Competition

Special to THE DAILY

JACKSONVILLE, Fla., Nov. 30.—Delegates to the annual convention of the Motion Picture Exhibitors of Florida here were urged today to "rush by mail' any suggestions they may have to the committee chairmen of the American Congress of Exhibitors on problems affecting exhibition. The speaker was George Roscoe, director of exhibitor relations for Theatre Owners of America, who appeared on behalf of George G. Kerasotes, TOA president, who was unable to attend.

George Roscoe

Hailing ACE as the "most exciting

(*Continued on page 5*)

26 More Exhibitors ACE Exchange Chairmen

The executive committee of the American Congress of Exhibitors has added 26 additional exhibitors to its organization of exchange area chairmen.

At the same time they become members of the committee of 26 which is meeting at the Hotel Astor here on Dec. 12 to receive the report of the executive committee appointed

(*Continued on page 5*)

TELEVISION TODAY—page 5

Full-like color in every scene

Pathé LABORATORIES, INC. NEW YORK AND HOLLYWOOD

CALL PATHE NOW FOR EVERY FILM NEED: IN B&W OR COLOR
Speed, Quality and Service at Low Cost • Specializing in 35mm Color Developing • Dailies • 16mm Color Prints • Precision Opticals • Title Work

PERSONAL MENTION

SPYROS P. SKOURAS, president of 20th Century-Fox, left London at the weekend for Paris. He will return to London on Thursday of this week and will leave there the next day for New York.

•

ERIC JOHNSTON, president of the Motion Pieture Assoeiation of America, was in New York on Friday to address a luncheon meeting of Intercom, returning to Washington thereafter.

•

MAX E. YOUNGSTEIN, United Artists viee-president, left New York by plane over the weekend for Europe. He will be gone about 10 days.

•

JEFF LIVINGSTON, Universal Pietures Eastern advertising manager, and LINDA CRISTAL, one of the stars of "The Perfeet Furlough," will leave New York today for Dallas.

•

JESSE CHINICH, Buena Vista Western division sales manager, is in Chicago from New York.

•

ERIC HAIGHT, treasurer of NTA, will leave New York today on a two-month business - and - vaeation trip around the world.

•

DOUGLAS FAIRBANKS, Jr., returned to New York from London on Friday via B.O.A.C.

•

MRS. EDWARD FELDMAN, wife of the 20th Century-Fox newspaper eontaet, has given birth at Mt. Sinai Hospital here to their seeond child, a son, MARK JEFFREY,

'Immoral' Films Scored By Catholic Students

Special to THE DAILY

SPRINGFIELD, O., Nov. 30.—Current crop of movies is "disgusting, immoral and has a degrading effect," espeeially on younger patrons, said a resolution passed unanimously in a speeial assembly of students at Catholic Central High School here. The resolution called for a boycott of all eommercial movies here until "the quality of pictures is improved." Students called on "all citizens" to join in the boyeott.

Wave of horror pictures shown here recently apparently prompted the action. Central High has some 600 students.

Mike Chakeres, who operates several local indoor theatres and drive-ins, said: "The students will have to contact Hollywood, since that's where the movies come from."

'U' Officially Silent Following Board Meet

Universal Pictures issued no statement of any kind following its meeting of stoekholders on Friday, but company sources indieated that the Musie Corp. of Ameriea offer to purehase the Universal studio had not been on the agenda.

MOTION PICTURE DAILY on Friday reported that the subjeet might not eome up at the meeting, whieh had been advanced from this week because Milton Raekmil, president, was slated to leave for Europe on Saturday.

Uneonfirmed reports in the finaneial distriet at the weekend were that Webb & Knapp, real estate development firm headed by William Zeekendorf, has entered the bidding for the Universal studio.

Zeekendorf reeently offered $40,000,000 for the 20th Century-Fox Westwood property, and $57,000,000 if the studio stages and other faeilities were ineluded.

Stoek Down Slightly

Universal preferred and common shares and Decca Records stoek all were off slightly in Friday's generally strong and aetive market after having hit 1958 highs a few days earlier. With no action being taken on the studio sale, there was, of eourse, no development in eonneetion with reports that the "U" preferred would be ealled for redemption with some of the proceeds of sueh a sale.

Directors of Deeca Reeords on Friday deelared a regular quarterly dividend of 25 cents per share on the eompany's eapital stoek, payable Dee. 29, to stoekholders of reeord Dec. 15.

Rowley Circuit Heads Will Meet in Dallas

Special to THE DAILY

DALLAS, Nov. 30.—Around 70 partners and managers of the Rowley United Theatres, Ine., circuit will convene in Dallas for meetings Tuesday and Wednesday at the Adolphus Hotel. The Rowley Circuit numbers over 100 theatres in Texas, Arkansas, and Oklahoma. E. H. Rowley, Sr., executive vice-president of the United Artists Theatre Circuit, will attend the two-day event. Dave Callahan, film buyer in eharge of booking at the Dallas offiee, is in charge of arrangements.

Business Session Wednesday

At the afternoon meeting on Tuesday representatives of the distributors will talk about their latest releases. The day's events will close with a cocktail buffet and sereening of two new releases at the Beverly Hills Theatre. The partners and managers meeting will close on Wednesday after a morning business session.

EDITORIAL

(*Continued from page 1*)

Production Code seal and advertising that has been approved by the Advertising Code Administration are rarely the targets of either pressure groups or the righteously outraged.

For their own good, as well as for the good name and repute of motion pietures, it is time that film importers established and enforeed their own prineiples of self-regulation.

Jack Warner on Coast; Meets Company Officials

From THE DAILY Bureau

HOLLYWOOD, Nov. 30.—Jaek L. Warner, president of Warner Bros., arrived here by plane from Paris, via the Polar route, on Thanksgiving Day. His return marked the end of a eonvaleseenee from serious injuries sustained in an automobile aeeident last August near his residenee at Cannes, France.

Warner's return coineided with completion of the transferral of prineipal home offiee functions and personnel from New York to the Burbank studio, a move that has been in progress for a number of weeks past. Arriving from the East for early eonferenees with Warner were Benjamin Kalmenson, exeeutive viee-president; Charles Boasberg, general sales manager, and others.

Lewis to Europe for UA Promotion Meets

Roger H. Lewis, United Artists national direetor of advertising, publieity and exploitation, left at the weekend for a one-month European tour during which he will confer with eompany personnel on the new program of expanded global promotion and with produeers preparing films for UA release. He will return on Jan. 4.

Major stops in Lewis's itinerary include Paris, Milan, Berlin, Frankfurt, Naples, Madrid, London and Ireland. He will also join Susan Hayward, star of "I Want to Live!" at press previews and key-eity overseas openings of the film. Lewis will also review the coordination and development of film campaigns for the purpose of achieving a eloser liaison between the New York home offiee and European promotion and production eenters.

Test for 'Navarone'

LONDON, Nov. 30. — Carl Foreman, who will produce "The Guns of Navarone" for Columbia, has made arrangements with Freneh director Roger Vadim to direct a screen test of Annette Stroyberg, wife of Vadim, for the single female role in the new film. Vadim and his wife will arrive here around Dec. 15 for talks with Foreman and M. J. Frankovieh, Columbia produetion head for Europe.

Si Fabian to Present Industry Gift to Coyne

A highlight of the luncheon whic the industry is giving Dec. 11 in hono of Robert W. Coyne, COMPO speeia eounsel, will be the presentation o him of a gift as a mark of the indus try's appreeiation of his service Presentation will be made by Si Fa bian, president of Stanley Warne Theatres. The luneheon will be held i the grand ballroom of the Hot Astor.

Martin Levine, ehairman of th eommittee making arrangements fo the affair, reported over the weeken that reservations already made fo seats and entire tables indicate a rec ord attendance from all branehes o the business.

Film Stars, Executives At Rites for Allenberg

From THE DAILY Bureau

HOLLYWOOD, Nov. 30. — Funera serviees for Bert Allenberg, 59, leading talent agent for the past 2 years, took plaee here on Friday a Mt. Sinai Memorial Park. Danny Kay delivered the eulogy for the deeeased who was head of the motion pictur department of the William Morr Ageney.

Allenberg, a past ehairman of th United Jewish Welfare Fund and th Motion Pieture Permanent Charitie and for many years president of th Artists Managers Guild, is survived b his widow, Mildred; a son, Sam, an a daughter, Mrs. Barbara Hirseh.

Among the pallbearers were Budd Adler, Sam Briskin, Abe Lastfogel, S Siegel, Frank Capra, Frank Sinatr Speneer Tracy, Stewart Granger, Rol ert Ryan, Ben Thau, Phil Kellogg, Le Duroeher, Glenn Ford, Edward Robinson and Joel MeCrea.

Russian Delegates Mee With Hollywood Press

From THE DAILY Bureau

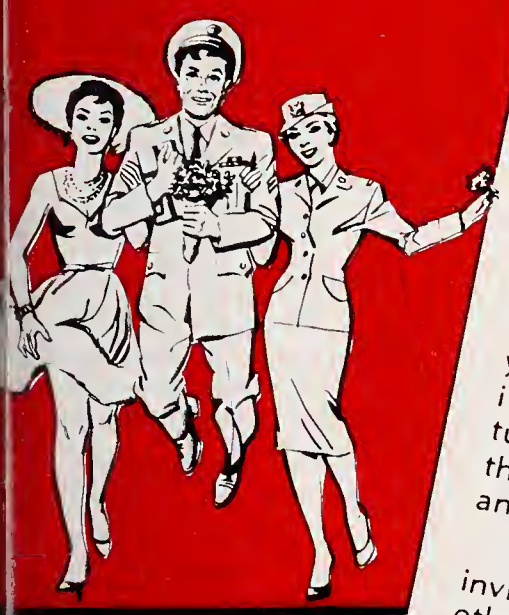
HOLLYWOOD, Nov. 30. — Th Russian motion picture industry ave ages production of 120 feature filu a year in addition to documentary an scientific product, members of th U.S.S.R. film delegation told the Ho lywood press Friday. The 21 delegat were interviewed in the board roo of the Association of Motion Pietu Producers.

Russians are fans of Mark Twa books and have produced several film from this souree, a spokesman sai Bette Davis, Henry Fonda, and Au drey Hepburn are U.S.S.R. favorit he added, espeeially the last two f their work in "War and Peace."

It was reported that 30 America films are now being screened for po sible acceptance by Russia in additio to the seven which have already bee chosen.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Ston Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vince Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Was ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in t principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefell Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-Pres dent and Treasury; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a ye as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as secon class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10

Even Blasé Hollywood FLIPS for The Perfect Furlough



THE Hollywood REPORTER

TRADE VIEWS by W. R. WILKERSON

• AFTER an over-abundance of heavy dramas, horror films, juvenile delinquency stories and war sagas, exhibitors will welcome Universal-International's "The Perfect Furlough." Here is a comedy guaranteed to arouse uproarious laughter from audiences, and to send them home happy.

As we have continually maintained, back in the days when movies were most prosperous Hollywood turned out lots of comedies and the public loved them. The industry could help itself today by again putting more emphasis on comedies instead of concentrating on big epics and sensation-packed thrillers and the tired old war stories.

"Perfect Furlough" is light, gay, sexed-up entertainment that will appeal to teenagers and adults alike. The picture gives Tony Curtis a wonderful change of pace after his dramatic achievements in "The Vikings" and "The Defiant Ones." His capable handling of comedy may come as a surprise to many people. The picture also brings to the screen a new personality at a time when there is a great cry for new faces. Argentine actress Linda Cristal, a vivid, appealing newcomer, is a cinch to win big audience approval. Another big plus to the picture was the expert direction of Blake Edwards.

U-I, we have been told, is giving the picture very smart handling. In addition to backing it up with heavy advertising and promotion campaigns, it is holding back the release until mid-January so as not to run headlong into the competition of big pictures that always hit the theatres during the holiday season. Bob O'Donnell said yesterday: "In these days when it's becoming more and more difficult to find big boxoffice pictures 52 weeks a year, Universal is to be commended for its move that will give us a strong picture when we need it and eliminate the necessity for choosing between it and another big picture."

The all-professional audience at the invitational preview of the picture the other night at the Academy Theatre gave its approval to a swell piece of entertainment by continuous roars of laughter. That was a tougher audience than "Perfect Furlough" will ever play to and it is a tip-off to the enjoyment ticket-buyers will get from this film's exhibition.

READ IT and REAP a BOXOFFICE BONANZA!

RAMBLING REPORTER
MIKE CONNOLLY

"U-I whipped up a whopper... should tot up TOP GROSSES EVERYWHERE"

Universal International

Universal-International presents

TONY CURTIS & JANET LEIGH

The Perfect Furlough

CinemaScope in Eastmancolor

co-starring KEENAN WYNN · ELAINE STRITCH

with LES TREMAYNE · MARCEL DALIO and LINDA CRISTAL

Directed by BLAKE EDWARDS · Written by STANLEY SHAPIRO · Produced by ROBERT ARTHUR

French Fund

(*Continued from page* 1)

ticularly opposed to the 10 per cent tax on the price of theatre admissions which goes into the Aid Fund.

In addition Pinay is believed to be lining up a policy similar to that of Germany which has no such fund and no intentions of starting one. The Common Market Treaty, which begins Jan. 1, does not allow for a Fund, and France, if it retains one, must rely on "escape" clauses in the treaty.

As evidence of the necessity for continuing the Fund, observers cite figures from this year, A total of 6,600,000,000 francs were invested. The industry cashed in 7,100,000,000, composed of 2,600,000,000 earned in the home market; 2,500,000,000 from exports; and 2,000,000,000 from the Aid Fund. Therefore, if the fund did not exist, they point out, the industry would have lost 1,500,000,000 francs and gone bankrupt.

In spite of this M. Pinay still has not made up his mind on extension of the Fund Law, which expires in December. Films have to be planned ahead, and a decision must be made if French production is not to be brought to a standstill.

Pope Praises

(*Continued from page* 1)

cessor, Pope John XXIII, have been publicly thanked by the Holy Father.

Bishop James A. McNulty of Paterson, chairman of the Episcopal Committee for Motion Pictures, Radio and Television, announced at the weekend that he had received a letter from Bishop Martin J. O'Connor, chairman of the Pontifical Commission for Motion Pictures, expressing the Pontiff's gratitude for the coverage of the events and commending those who had taken part for "the sobriety and dignity which characterized the reporting of the various media."

The Pope extended his Apostolic Blessing to executives of the industries and to all who had worked on the coverage.

RKO Boston Theatre Books 2 Para. Films

Special to THE DAILY

BOSTON, Nov. 30.—For the first time in the history of the RKO-Keith Memorial Theatre, a Paramount picture will be on the screen when "The Buccaneer" starts its extended engagement on Dec. 17, along with another Paramount film, "Hot Angel." Again, on Jan. 6, another Paramount picture is scheduled for the Memorial when the Jerry Lewis film, "The Geisha Boy" comes in for a run of at least three weeks.

Still another "first" is happening to the Keith Memorial Theatre. By Christmas time, manager Ben Domingo hopes to have completed plans for the start of the "Golden Age Movie Club," the first theatre in the city to go along with the reduction of theatre admissions to patrons over 60 years of age.

Lonelyhearts

(CONTINUED FROM PAGE 1)

lately, and "Lonelyhearts" should be a welcome and profitable addition to the list.

The original source of the story is a novel by Nathanael West called "Miss Lonelyhearts" which is highly regarded by many literary critics. It was made into a play by Howard Teichman and presented on Broadway last season. Working from both book and drama, Schary has written his own screen play, making several major alterations, all of them of advantage to the film. As producer Schary selected a strong cast headed by Montgomery Clift, Robert Ryan, and Myrna Loy, including the lovely newcomer Dolores Hart and introducing the Broadway stage actress Maureen Stapleton.

To many in the audience the outstanding virtue of "Lonelyhearts" will be that it gives Clift, who has not been too fortunate in several of his screen roles lately, his best part since "A Place in the Sun." This fine actor responds to the challenge with a performance that will cause talk, sell tickets, and then demand consideration at Academy Award time.

It is quite a singular and complex character that Clift is called upon to enact—that of a sensitive and idealistic young man who wants to become a journalist. The only job he is offered by the publisher of the newspaper to which he applies is that of writing the "advice to the lovelorn" column. In other words, he is "Lonelyhearts."

The publisher, whom Ryan portrays with venomous skill, is a cynical, embittered man who hires the hero more as a whim than anything else in order to attempt to crush the enthusiasm and good will of the youth. This plan backfires when "Lonelyhearts" proves a success at his job. He becomes intensely involved in the lives and problems of the unhappy people who write to him for advice and believes firmly that most of them are as sincere and well-meaning as he.

To RID HIM of this notion the publisher dares the youth to pick at random one of the letter-writers and find out what she (or he) is really like. The challenge is accepted with disastrous results. Clift selects a woman who is unhappily married to an alcoholic and she seduces the naive "Lonelyhearts" before he scarcely knows what is happening.

This experience leaves the hero a sadder but wiser man while the publisher is changed, too, at the end when his unrelenting attitude toward his fellowman softens somewhat.

This conflict in attitudes toward life—of "good" versus "evil," so to speak—is the heart of Schary's film. There are also several subplots. One involves the wife of Ryan, portrayed exceedingly well by Miss Loy in a type of dramatic role she has not often had on the screen. Their marriage is unsuccessful because of Ryan's refusal to forgive his wife for an infidelity many years before. Another strand of the story concerns the romance between Clift and Miss Hart, which is disrupted when he confesses his affair with the sex-starved housewife. The latter role is brilliantly played by Miss Stapleton.

In fact, all the acting is first-rate under the penetrating direction of Vincent Donahue, a Broadway talent making his film debut. "Lonelyhearts" is an impressive, off-beat job.

Running time, 108 minutes. Adult classification. Pre-release, in December.

RICHARD GERTNER

Yassenoffs Acquire

(*Continued from page* 1)

six indoor houses and three drive-ins. This is the largest such transaction in local theatre history.

Included in the deal are the State, Markham, Cameo, Eastern, Clinton and Lincoln. The Neth theatres, operated by J. Real Neth, are among largest and most luxurious neighborhood houses in the city.

Neth has been in ill health for some time. Friends said his plans for the future are indefinite. In the late Twenties and early Thirties he also operated the downtown Neth's Grand, now RKO Grand.

Purchase price of the Neth houses was not revealed.

Fox Earnings

(*Continued from page* 1)

weekend. The gain was achieved despite a drop in income from $96,556,893 for that period last year to $94,136,723 for 1958.

Earnings for the third quarter this year were $1,357,982, compared with $1,553,993 for the third quarter of 1957.

Expenses for the 39 weeks of 1958 totaled $81,657,816. Last year they were $84,581,967.

Earnings for the 39 weeks in 1958 amounted to $2.87 per share on 2,293,186 shares of common stock outstanding as compared with $2.13 per share last year on a total of 2,644,486 shares.

Sidney Box to Make Six Pictures in '59

From THE DAILY Bureau

LONDON, Nov. 30.—Formation a new company, Sidney Box Asso ates, Ltd., to produce a minimum six pictures in 1959 was announc here at the weekend by producer Sy ney Box. This follows Box's entry i television film production in a la deal with Sol Lesser Productions a the Rank Organisation, announe recently.

The new film company is presen negotiating with French, German a Italian interests to make a simi number of co-productions. Total p duction budget involved is o £1,000,000 ($2,800,000).

In a statement announcing the n company Box said: "Between us, family and associates have made a of successful pictures. Now we putting into the film industry a su stantial proportion of the money have taken out of it. Some of us ha television interests, also, but we lieve the cinema and TV can happily and profitably together."

Physical distribution of the co pany's films will be handled by Ra Film Distributors, but Rank has financial interest in the produet. proposes to handle the overseas tribution arrangements himself.

Col. Stockholders

(*Continued from page* 1)

general manager of studio operatio

Directors proposed for reelecti are: A. Schneider, Leo M. Blane A. Montague, Donald S. Stralem, fred Hart, Abraham M. Sonnabe Ralph M. Cohn, Mendel B. Silberb and Jaffe. The latter two have previously been elected directors the stockholders, having served on t board for only part of the curr year.

Jaffe's contract is for seven years $1,500 weekly. His two stock optio are for 5,125 shares each, one $14.95 per share, the other at $15. per share. Briskin's option is 15,375 shares at $13.79 per share.

The notice of meeting reports th in the last fiscal year aggregate r muneration of $147,000 was paid the late Harry Cohn, former presider $153,250 to Schneider, $130,000 Montague, and $78,000 to Ral Cohn.

Directors and officers as a gro received $973,970.

Hyman Sees

(*Continued from page* 1)

land Theatres, Inc. here late last wee Bernard Levy, assistant to Hyma was also here, and Martin J. Mulli president of the local circuit, presid

Hyman listed many of the pictur set for the immediate future or ea in 1959 including "Auntie Mam "Up Periscope," "The Hanging Tre "John Paul Jones," "The Nun's Story "The Buccaneer," "The Black Orchi "The Tempest," "Geisha Boy," "Ra 'Round the Flag, Boys!", "The Sou and the Fury," "Tonka," and "Slee ing Beauty," among others.

la. Exhibitors

(*Continued from page* 1)

ng that has occurred in our indus-," Roscoe outlined the major prob-ms which the six-man ACE com-ittee is now at work on, preparing a proposed agenda for the meeting the executive committee of 26 on c. 12. The issues include post-48 ns on TV; toll-TV; producer-exhibi--distributor relations; industry-vernment relations; ways and means increase film production; and in-stry research.

In requesting the exhibitors to sub-t ideas on the subject, Roscoe said OA is pledged to give ACE its full pport. We urge you, as exhibitors, t only to support ACE, but con-ue to support TOA, because a ong TOA, alongside the other ex-bitor associations, is the best insur-ce ACE has of success."

Reports on Several Topics

Roscoe also reported to the con-ntion, which is being held through esday at the Roosevelt Hotel, on velopments in the Army-Navy camp n situation, pay-TV, the product uation, the TOA trust fund plan, industry business-building cam-ign, and other topics.

The TOA committee on competi-n from Army-Navy theatres, headed Robert J. O'Donnell, will soon ce in the mail questionnaires on the bject, Roscoe said. The TOA mem-rs were asked to fill these out im-diately so that O'Donnell will have ecific details to present in Washing-n when his committee goes there to k relief on this problem.

Post Theatres Charge 25 Cents

Exhibitor objection to the Army-vy theatres lies in their playing pic-res ahead of regular theatres for e admission and allowing not only litary but civilian personnel and ir families into the camp theatres. As an interim measure on this issue oscoe told the Florida exhibitors they ould contact their Congressmen hile they are still on vacation and lvise them of this problem. "Tell ur Congressmen," he said, "the men uniform should continue to have ovies in their camps and stations, t they should see these movies after ey have played in your theatres, d that civilian employees of the litary—who earn good money—ould not be permitted to attend ese theatres."

TV-Front 'In High Gear'

On the toll-TV front, Roscoe said OA is "in high gear" and asked the atremen to submit the contribu-ns asked by that TOA commit-e to implement the campaign.

Turning to the question of prod-t, Roscoe expressed the hope that CE will help in securing industry nity in a drive to amend the Con-nt Decrees so that ex-affiliated cir-uits can enter production with pre-nptive rights.

"We think we can get Consent De-ee help too on another front," he lded. "The decrees now prohibit ex-bitors from sitting on the boards of most film companies. If these rules were changed and some of our leaders could sit on distribution and production company boards, think how effective their voice could be when things like making more films, selling old films to television, allotting money for advertising and promotion —to mention just a few—come up at the film company directors' meetings."

TOA is also continuing to work on its plan for a trust fund to prevent the sale of films to TV, Roscoe reported.

In conclusion he urged the exhibitors who have not yet contributed to the industry business-building campaign to "get your money up quickly." Those who have already sent their donations were asked to tell the b-b executive committee that it can use at least one-third of their contributions, if not all, for radio alone. "This is the way you can help insure that start of the radio campaign," Roscoe said.

Business-Building Talks Highlight Ohio ITO Meet

Special to THE DAILY

CINCINNATI, Nov. 30.—The 23rd annual convention of Independent Theatre Owners of Ohio will be held at the Netherland Hilton Hotel here Tuesday and Wednesday. It will be preceded by a meeting of the organization's board of directors tomorrow.

The convention will be dedicated to business improvement discussions led by Ernest Emerling, Loew's Theatres advertising-publicity director; Louis Wiethe, Marshall Fine and others of the Ohio organization. Fine and Wiethe also will lead business-building and film buying clinics for standard theatres, and Jack Armstrong and Sam Schultz for drive-ins. Dr. Marvin Sandorf will lead concessions discussions.

Horace Adams, president, will make the opening address.

26 More Exhibitors

(*Continued from page* 1)

to prepare an agenda and organization setup.

The list follows: Harry Mandel, Allied Motion Picture Theatres of West. Pa., Pittsburgh; C. Elmer Nolte, Jr., Allied Theatre Owners of Md., Baltimore; Abe Berenson, Allied Theatre Owners of the Gulf States, New Orleans; Herman Hunt, Norwood Ohio; Jack Armstrong, Bowling Green, Ohio; Morris Lowenstein, Oklahoma City.

Also, Andrew Gibson, Batavia, N. Y.; C. L. Patrick, Columbus, Ga.; R. M. Kennedy, Birmingham, Ala.; H. F. Kincey, Charlotte, N. C.; Gene Lutes, Frankfort, Ky.; Gerald Shea, New York; Nathan Greer, Santa Fe; Harold Brown, Detroit; J. Fred Brown, Fort Smith, Ark.; Robert Hosse, Memphis; Spyros Skouras, Jr., New York; Wilbur Snaper, New York; V. C. Smith, Devon, Pa.; Tom Friday, Scranton, Pa.; Ted Manos, Greensburg, Pa.; J. J. Rosenfield, Spokane, Wash.; Al Forman, Portland, Ore.; Edward Clark, Metropolis, Ill.; George Aurelius, Salt Lake City; and Morton Thalheimer, Richmond.

Television Today

IN OUR VIEW

IN connection with National Television Week, recently marked, a number of leaders in various fields of endeavor raised their voices. Among them was Senator Leverett Saltonstall of Massachusetts, who lauded the contribution of the medium. He said: "Television has fulfilled a multitude of important and constructive educational purposes and has helped to bring home to our people events which happen every day throughout this great nation."

The medium has made, the Senator said, "an immense contribution to the ever-rising standard of living of our people . . . the industry has assumed a very responsible position in the American economy. It offers our nation's commerce a new and effective means of advertising. It provides employment for countless thousands of our citizens. . . . Few technological achievements of the post-war era have so dramatically changed the daily lives of millions of Americans as has television. . . . And it offers great new opportunities through instant communication for improving understanding among our people . . . and indeed, among the peoples of the world."

These remarks are not the platitudes and obvious generalities of a political figure congratulating somebody or some institution on a birthday. They are statements of basic fact, and they embody factual situations which should make all involved in the television medium proud, alert and imbued with a sense of the real responsibility which develops upon them. The constant improvement of the medium is the business of everyone in it.

•

Bearing a close relationship to the values of television as enunciated by Senator Saltonstall and its rights is the situation which concerns the restrictions against the use of TV in the courtroom. If television is to do the job for which its inherent facilities make it capable, it must be permitted freely to exercise its rights. A couple of months ago Harold E. Fellows, president of the NAB, cited a decision of the Oklahoma Criminal Court of Appeals which held that there is no basis for distinction among the various types of news media, including radio, television and newspaper photography. Mr. Fellows cited the long fight among the broadcasters to win and protect the rights of coverage to which they are entitled.

Quite recently, Douglas A. Anello, chief attorney for the NAB, told the Maine Radio and Television Broadcasters Association that a change will be made in the present restrictions against courtroom coverage "if the people demand a change." He urged that broadcasters "tell our story" to achieve "equal access" to public proceedings. He mentioned the 1958 action of the American Bar Association's House of Delegates as another important step in the right direction, when that body voted to have a qualified committee of legal experts study the possible effects of broadcast coverage of trials.

When the time comes that television may enter the courtroom freely, then indeed will the need for care and intelligence and planning be most vital. It will be a test of the first order for the medium.

—Charles S. Aaronson

New TV Subcommittee Is Formed by SMPTE

Formation of a new television subcommittee which will study TV film cue mark placement and film leader requirements for the Society of Motion Picture and Television Engineers has been announced by Axel G. Jensen, SMPTE engineering vice-president.

The committee is a part of the parent SMPTE television committee and will be chaired by Norman R. Olding, operations engineer, Canadian Broadcasting Corporation. He will be assisted by John P. Ballinger, traffic manager, Screen Gems, Inc. Ballinger was instrumental in promoting the organization of this new subcommittee. Because of the unusual interest being shown in this phase of TV operations, the SMPTE has designated J. Howard Schumacher, its staff engineer, to handle all comments and requests for information from organizations and individuals engaged in related work.

Senate Group to Study Impact of TV Ratings

From THE DAILY Bureau

WASHINGTON, Nov. 30.—Senator Monroney, Oklahoma Democrat, said his Senate Commerce Subcommittee would study the impact of TV rating services on television programming.

Monroney plans hearings in January, chiefly in New York City. His subcommittee held hearings last summer on the way the TV rating services operate, and the new hearings will go into their effect, the Senator said.

Sturges Signs Serling

HOLLYWOOD, Nov. 30. — Rod Serling, a three-time winner of an Emmy Award for best writing in TV, has been signed by John Sturges to write the screenplay for Mirischi-Alpha's "633 Squadron" which Sturges will produce and direct.

COME ON IN–

LIFE's ENTERTAINMENT ISSUE IS FINE!

There's still time to advertise your big movies for 1959 in LIFE's big, double year-end issue . . . out on December 17th.

Give us your two-color or black-and-white plates by December 10th, and you'll be selling to LIFE's audience of 32,000,000 one week later.

Join M-G-M and Walt Disney already scheduled to advertise their big ones for 1959 in LIFE's entertainment issue:

M-G-M Presents "Some Came Running"
A Sol C. Siegel Production

★ ★ ★ ★

WALT DISNEY Presents for 1959

"Sleeping Beauty"
(Technirama-70, Stereophonic Sound)
"Darby O'Gill & The Little People"
"Tonka" · "The Shaggy Dog"
"Third Man on the Mountain"

ONLY LIFE gives you so much . . . so swiftly, so surely

All the News That's News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 84, NO. 105 NEW YORK, U.S.A., TUESDAY, DECEMBER 2, 1958 TEN CENTS

...ny Beacon Director

...ght-Point ...B Campaign ... Northwest

...ssing' Audience Target ... 200 Theatre-Members

Special to THE DAILY

...NNEAPOLIS, Dec. 1.—A new ...concentrated effort to stimulate ...ased attendance at theatres ...ghout the Upper Midwest was ...hed last week with the appoint- ... of veteran newspaper-man Tony ...n as executive director for the ...west Exhibitors Business Build- ...orum. The appointment was an- ...ced by Harry Greene, Forum ...l chairman and general manager ...elworth Theatres, Minneapolis. ...eene said that the NWEBBF

(*Continued on page* 11)

...l Agenda for MPA ...-Publicity Meet

...rther discussion by the Motion ...re Association's advertising-pub- ... directors committee of varied ...plaints against film advertising in ...t months is on the agenda for the ...mittee's regular monthly meeting ... on Thursday.

...so up for discussion will be a

(*Continued on page* 11)

...baman Is Keynoter ... Florida Convention

Special to THE DAILY

...CKSONVILLE, Dec. 1. — R. M. ...edy of Birmingham, Ala., presi- ... of the Alabama Theatres Asso- ...n, keynoted today's morning ...ing session of the Motion Pic-

(*Continued on page* 14)

...EVISION TODAY — P. 15

TOA Lauds M. P. Herald On Product Conferences

The current Theatre Owners of America membership bulletin says "The Martin Quigleys and the Motion Picture Herald are due a vote of thanks from the industry for their just-concluded three-day series of merchandising conferences on new product.

"The Herald secured the cooperation of major film companies to have each screen one of their top forthcoming pictures and stage a conference to detail their advertising and promotion campaign plans. The meetings, well attended, gave exhibitors a unique opportunity to see the top new pictures and prepare themselves to properly handle the films when they hit their towns.

"More progressive action of this type is to be encouraged, and the Herald is to be congratulated on its initiative and foresightedness," the bulletin declares.

Pinanski Renamed TOA Compo Representative

Samuel Pinanski has been renominated as the representative for Theatre Owners of America on the COMPO triumvirate by George G. Kerasotes, TOA president. Robert W. Coyne, special counsel for COMPO, announced he had been advised of

(*Continued on page* 12)

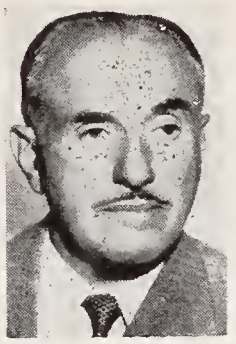
WB Expects 13-Wk. Profit

Although the Warner Bros. annnual statement for the fiscal year ended August 31 shows a loss of $1,023,000, due principally to provision of $3,000,000 for estimated losses on advances to independent producers, a "substantial" profit is expected to be

(*Continued on page* 11)

World-Wide Sales Drive To Honor Jack Warner

The first world-wide sales drive in Warner Bros. history will be held from December 28 to April 4, 1959, as a tribute to Jack L. Warner, the company's president, who returned to the Burbank studios last week from Europe after recovering from injuries suffered in an accident in France. The drive, first ever to honor Warner, will be held under the slogan, "Welcome Back, Jack."



Jack L. Warner

Benj. Kalmenson, Warner Bros. executive vice-president; Charles

(*Continued on page* 11)

REVIEW:

Separate Tables

Hecht-Hill-Lancaster—UA

TERENCE RATTIGAN's agility with the elements of drama on the stage has been brought to the screen with grace, style and a set of what are certain to be hailed as outstanding performances of the year. Rita Hayworth, Deborah Kerr, David Niven, Burt Lancaster, Wendy Hiller and Gladys Cooper, the first four cast in roles no audience would expect to see them in, make the production an incisive, absorbing and penetrating examina-

(*Continued on page* 11)

Talk Agreement

Justice Will Seek Changes In ASCAP

Officials Decide Operations Violate Anti-Trust Laws

From THE DAILY Bureau

WASHINGTON, Dec. 1.—Justice Department officials have decided that the present operations of the American Society of Composers, Authors and Publishers violate the anti-trust laws, and that changes must be made.

Anti-trust Division officials and Ascap representatives are discussing possible amendments to a 1950 consent decree involving Ascap. But the Department is ready to go to court if an agreement cannot be worked out with Ascap.

Among changes sought by the De-

(*Continued on page* 12)

DeMille's Next Film On Boy-Scouts Theme

Special to THE DAILY

HOLLYWOOD, Dec. 1—The Boy Scouts and the life of Lord Robert Baden-Powell, founder of the scouting movement, will be the subject of Cecil B. DeMille's next motion picture, it was announced today. The project, to be called "On My Honor," will be a joint venture by

(*Continued on page* 2)

Ezell Associates Lease Loew's Texas Drive-In

Special to THE DAILY

HOUSTON, Dec. 1.—Clande Ezell and Associates took over operation today of the huge, new Sharpstown Drive-In Theatre here, bringing the group's Bordertown Theatres, Inc., operations to 40 drive-ins.

The Sharpstown was opened last

(*Continued on page* 11)

...DVERTISED IN ...HE DECEMBER ISSUE OF Redbook THE MAGAZINE FOR YOUNG ADULTS ● MORE THAN 7,000,000 READERS

Universal International CINEMASCOPE in Eastman COLOR

TONY CURTIS • JANET LEIGH The Perfect Furlough WITH LINDA CRISTAL

PERSONAL MENTION

Y FRANK FREEMAN, Paramount Pictures vice-president, has arrived in New York from the Coast.

•

BRUCE EELLS, executive vice-president of United Artists Television, has returned to New York following 10 days in Hollywood.

•

HAROLD J. MIRISCH, president of the Mirisch Co., has arrived in New York from Hollywood.

•

ERNEST EMERLING, Loew's Theatres advertising-publicity director, is in Cincinnati today to address the convention of Independent Theatre Owners of Ohio and Indiana.

•

ARTHUR ISRAEL, Jr., vice-president and assistant to BARNEY BALABAN, president of Paramount Pictures, has arrived in Hollywood from New York.

•

LOUIS JOURDAN arrived in New York from London yesterday via B.O.A.C.

•

FRANK YABLANS, Buena Vista branch manager in Milwaukee, will be married at Temple Emanu-El there on Dec. 21 to RUTH ELIZABETH EDESTEIN.

•

DOUGLASS N. AMOS, general manager of Lockwood & Gordon Enterprises, has returned to Boston from Hartford.

•

STEVE EDWARDS, advertising-publicity manager for Rank Film Distributors of America, and WILLIAM MACQUITTY, producer of "A Night to Remember," will leave New York today for Los Angeles.

•

DAVID DIAMOND, producer, will return to Hollywood today from New York.

•

ALBERT PLOUGH, manager of the Stanley Warner Stanton Theatre, Philadelphia, and MRS. PLOUGH are celebrating their 45th wedding anniversary.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
JEAN SIMMONS
"HOME BEFORE DARK"
DAN O'HERLIHY • RHONDA FLEMING • EFREM ZIMBALIST, JR.
A Warner Bros. Picture
and GALA NEW STAGE SPECTACLE

'Old Man,' Two Disney Films Cited by Edison

Warner Bros. "The Old Man and the Sea" and two Walt Disney films, "Old Yeller" and "White Wilderness," received awards from the Thomas Alva Edison Foundation at its fourth annual awards dinner on science and freedom at the Waldorf Astoria last night. Also cited were television and radio programs.

"Old Yeller" was called the year's best children's film; "White Wilderness," the best science film for youth; and "The Old Man and the Sea," the film best serving the national interest.

In the television category CBS' "Twentieth Century" was hailed as the TV program best portraying America; "Conquest" (CBS) the best science TV program for youth; and "New York Philharmonic Young People's Concerts with Leonard Bernstein" (CBS) the best children's TV program.

Two Special Awards

Special awards in recognition of distinguished public service in the interests of education went to "Continental Classroom" (NBC), the Washington County, Md., closed circuit television project; and "The World of the Mind," radio scripts on the humanities and science prepared by Broadcast Music, Inc. in cooperation with the American Association for the Advancement of Science and the American Council of Learned Societies.

Harvey S. Firestone, Jr., president of the Firestone Tire & Rubber Co., presided over the gathering of 500 dignitaries at the dinner.

'Night' Producer Sees TV Show as 'Trailer'

William MacQuitty, producer for J. Arthur Rank of "A Night to Remember" said yesterday in his suite at the Essex House that he had "simply told the truth" about the sinking of the Titanic and that the inherent drama of the disaster accounted for the picture's success in England where it has been playing to record grosses.

The producer, here to attend openings of the picture in the U.S., said he did not feel that the widely discussed television showing of the story had been able to record the disaster in all its magnitude any more than it could show "South Pacific". In fact, he added, the television show was "one long trailer" viewed by 40,000,000 people.

He has been amazed, he said, at audience reaction to the picture, many people remaining in their seats at the end of the picture. This is because, he feels, it has a kind of drama which is unique: a disaster coming slowly upon people who have been feeling quite secure.

'Tempest' in World Bow At Naples Opera House

Special to THE DAILY

ROME, Dec. 1.—"Tempest," new Dino DeLaurentiis production for Paramount, had its world premiere tonight at Naples' famous San Carlo Opera Theatre, with President Gronchi of Italy and hundreds of other dignitaries attending the opening and a state dinner that followed. Premiere sponsor was the Italian Red Cross and proceeds will go for the care of the country's poliomyelitic children. This is the first time the San Carlo Opera has been used for motion picture exhibition.

In the first night audience were Van Heflin and Silvana Mangano, stars of the film; producer DeLaurentiis and Alberto Lattuado, the director of the film.

Ellis Theatres Mark 25th Anniversary

Special to THE DAILY

PHILADELPHIA, Dec. 1. — A. M. Ellis Theatres, the largest independent chain of theatres and drive-ins in the Philadelphia area, is marking its 25th anniversary. The chain, which takes in 25 playing places, is operated by Abraham M. Ellis and his four sons—Martin, Sidney, Herman and Edmund.

Among many special events arranged, couples celebrating their 25th wedding anniversary this month will be admitted free at any Ellis theatre as guests of the Ellis family.

Palace Books Fox's 'Rally Round Flag'

Twentieth Century-Fox's "Rally Round the Flag, Boys!" will be the next attraction at the RKO Palace Theatre here. The romantic comedy will follow "The Roots of Heaven" into the theatre the latter part of this month in time for the holidays, on a continuous performance engagement policy.

SDG Honors 'Lilas'

HOLLYWOOD, Dec. 1. — The Screen Directors Guild has selected "Porte des Lilas" (Gates of Paris), directed by Rene Clair, as the best directed non-English-speaking picture.

Clair will be honored at the guild's annual awards dinner in February. His picture was chosen from entries received from three continents.

T-L Dividend 30c

The board of directors of Trans-Lux Corp., at a meeting here on Friday, declared an annual dividend of 30c, payable Dec. 16, to stockholders of record Dec. 9. The new dividend is the highest paid by the company since 1937.

DeMille's Nex

(*Continued from page* 1)

DeMille, Paramount Pictures, and M tion Picture Associates, and is sch uled for early 1960 production.

The announcement followed me ings last week in London among He Wilcoxson, DeMille's associate, La Baden-Powell and Lord William Ro allin, chief scout of the Boy Sco Association of the British Comm wealth, which were climaxed by meeting in Hollywood over the we end between DeMille and Dr. Art A. Schuck, chief scout executive of Boy Scouts of America.

After the meetings in London, L Baden-Powell expressed great pl ure in the outcome.

The film on scouting and its fo der has long been a dream of DeMi

"For more than 20 years," he s I have been considering a motion ture on this subject. Lord Baden-P ell, soldier-hero of the British Emp has done more for the good of youth of our time and of the fut than perhaps any other one man this era. The scouting movement formed in England in 1908 with boys has now spread throughout free world, with a membership to of 8,000,000.

"I doubt whether there has been a time in history when the spiration and the story of Lord Ba Powell and the Boy Scouts was n needed."

DeMille Compares Today's Trail With Those of 25 Years Ago

From THE DAILY Bureau

HOLLYWOOD, Dec. 1.—Cecil DeMille today demonstrated for press at the Paramount studios a gressive concept in trailer mal showing the blatant type he use 1934 on "This Day and Age," t offering by comparison the trailer "Greatest Show on Earth," "The Commandments," and his latest, " Buccaneer."

The latter three, running six, and 10 minutes, respectively, stre the importance of why people sh see a film, without resorting to sh ing main scenes from the film, appealing to the mental and phys impulses through education value connection with the filming or search on a particular subject.

DeMille paid tribute to Philip berton, head of Paramount's tr department, for "taking trailers o swaddling clothes and putting t into long pants"; and at the same t expressed concern over the need the film industry to get out of the it is in with respect to the monoto type of newspaper ads.

Herb Steinberg, studio publi head, said "The Buccaneer" will the same trailer campaign aecor "The Ten Commandments."

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. S Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vi Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, W ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefe Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-P dent and Treasury; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as se class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies,

UNIVERSAL'S NEW PRODUCTION PROGRAM IS IN FULL SWING

Top properties...Top stars...Top budgets...Top boxoffice values! A diversified lineup of entertainment...aimed to meet today's exacting Boxoffice demands!

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TONY CURTIS
JANET LEIGH

The Perfect Furlough

CINEMASCOPE *in Eastman* COLOR

co-starring

KEENAN WYNN · ELAINE STRITCH

with LES TREMAYNE · MARCEL DALIO and **LINDA CRISTAL**

JUNE ALLYSON
JEFF CHANDLER

Stranger in my Arms

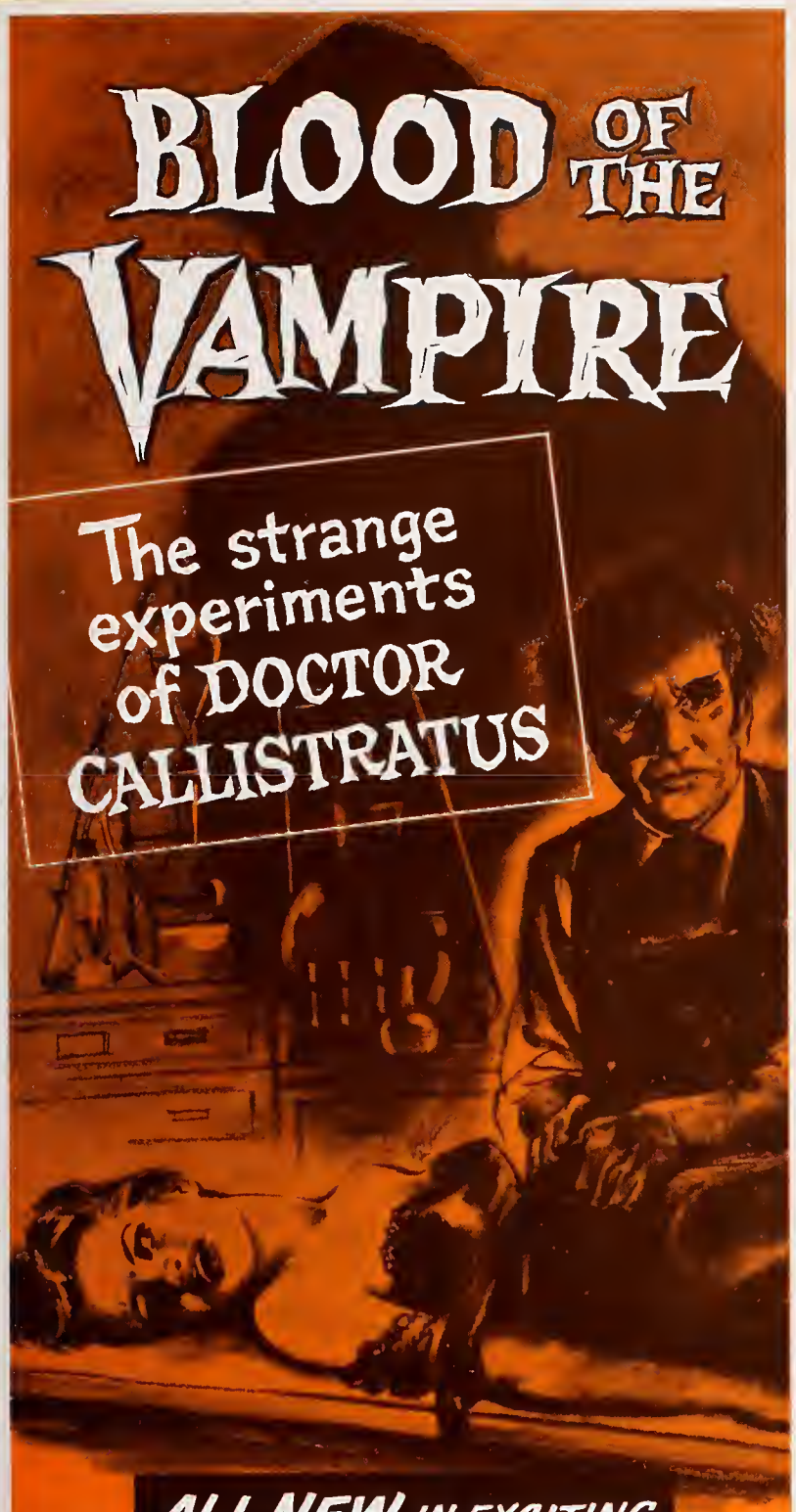
CINEMASCOPE

co-starring

SANDRA DEE ★ CHARLES COBURN
MARY ASTOR ★ PETER GRAVES ★ CONRAD NAGEL

BLOOD OF THE VAMPIRE

The strange experiments of DOCTOR CALLISTRATUS



ALL NEW IN EXCITING Eastman COLOR

DONALD WOLFIT
BARBARA SHELLEY
VINCENT BALL
with
VICTOR MADDERN

GUARANTEED to make your heart scream with fright!

An Eros Films Ltd. Production

A Universal-International Release

The RESTLESS YEARS

CINEMASCOPE

STARRING

JOHN SAXON
SANDRA DEE

co-starring

LUANA PATTEN • MARGARET LINDSAY
VIRGINIA GREY with JODY McCREA • ALAN BAXTER

and

TERESA WRIGHT

as "Elizabeth Grant"

JAMES WHITMORE

as "Ed Henderson"

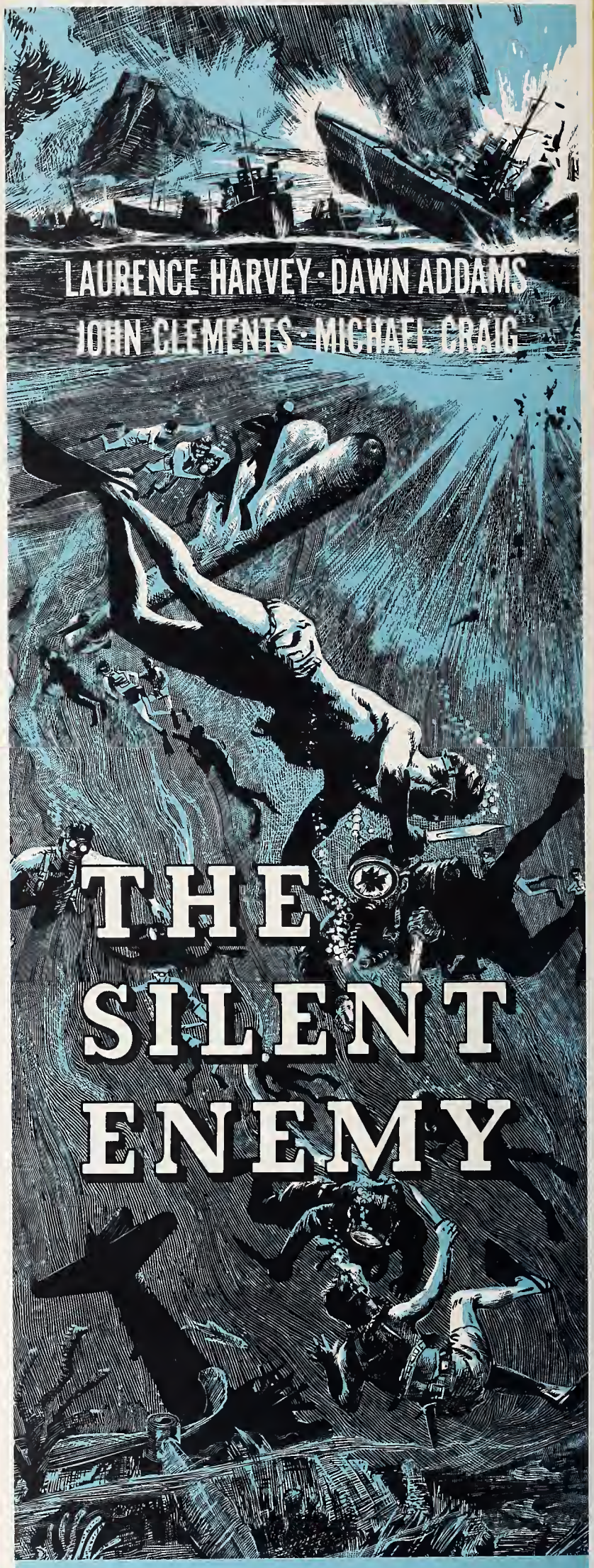
LANA TURNER
JOHN GAVIN

FANNIE HURST'S
IMMORTAL BEST SELLER

Imitation of Life

in Eastman **COLOR**

co-starring **SANDRA DEE**
SUSAN KOHNER · ROBERT ALDA
DAN O'HERLIHY
as "David Edwards"
with **JUANITA MOORE · MAHALIA JACKSON**



Based on the TRUE exploits of Commander Crabb,
Heroic Frogman of World War II

Adapted from the Book "Commander Crabb" by Marshall Pugh
A Romulus Film · A Universal-International Release

ROCK HUDSON
JEAN SIMMONS
DOROTHY McGUIRE
CLAUDE RAINS

THIS EARTH IS MINE

with **KENT SMITH · KEN SCOTT · CINDY ROBBINS**

A Universal-International Picture · A Vintage Production

CINEMASCOPE · TECHNICOLOR®

AUDIE MURPHY
JOAN EVANS
CHARLES DRAKE

NO NAME ON THE BULLET

CINEMASCOPE *in Eastman* **COLOR**

with

VIRGINIA GREY · WARREN STEVENS

R. G. ARMSTRONG

KIRK DOUGLAS
LAURENCE OLIVIER
CHARLES LAUGHTON
PETER USTINOV

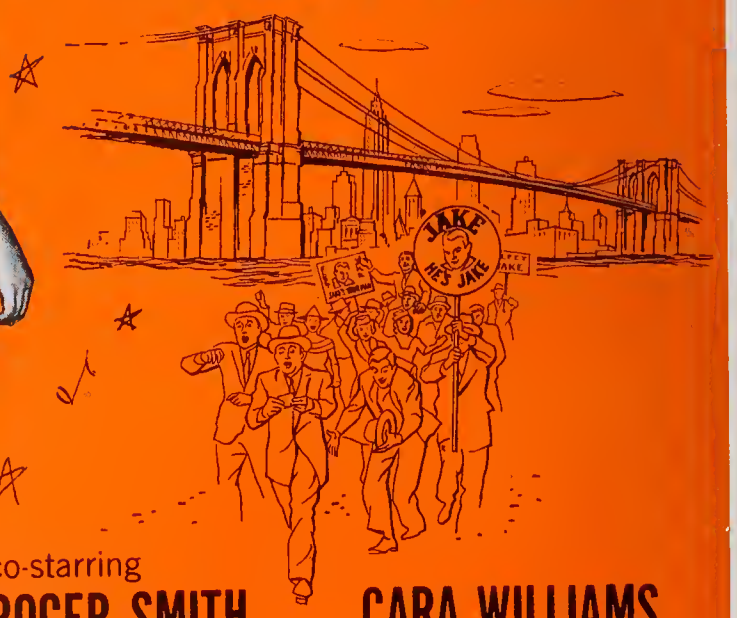
"SPARTACUS"

CINEMASCOPE in Eastman COLOR A Bryna Production • A Universal-International Release

Never Steal Anything Small

CinemaScope in Eastman COLOR

JAMES CAGNEY
SHIRLEY JONES



co-starring
ROGER SMITH **CARA WILLIAMS**

with
NEHEMIAH PERSOFF · ROYAL DANO · ANTHONY CARUSO

Dances by HERMES PAN

ROCK HUDSON
DORIS DAY

PILLOW TALK

The Wild and the Innocent

AUDIE MURPHY
JOANNE DRU
GILBERT ROLAND
SANDRA DEE
JIM BACKUS

CinemaScope in Eastman COLOR

ROCK HUDSON
KIRK DOUGLAS
"VIVA GRINGO!"
CINEMASCOPE in Eastman COLOR

TONY CURTIS
and important
CO-STARS
to be announced
OPERATION PETTICOAT

LITHO IN U. S. A.

ight-Pt. Drive

(*Continued from page* 1)

v has more than 200 theatre-mem-s in Minnesota, Wisconsin, Iwoa, rth and South Dakota, with offices e. Program of the NWEBBF is promotion of motion pictures and blic relations for the motion pic-e industry, "to maintain motion tures as the mass entertainment dium."

Beacon is widely known as an edi-, columnist, author and publicist. comes to Minneapolis from Holly-od, where he has been writing a kly column on the film capital. s motion picture background in-des almost every phase of the busi-ss from press agent to critic.

Tells of Recent Meetings

In a letter sent out to members of Forum this week, Beacon com-nted that at meetings which he had ended recently, several branch nagers remarked that "this territory s enjoying a higher level of gross."

Beacon listed an 8-point program to lp bring the "missing" audience ck into theatres.

Improvement of advertising copy so t it actually "sells" a picture to ders of a newspaper;

Closer liaison between exhibitors d business men in a community;

Special exploitation for pictures that rrant it;

To be available for pep talks to vice clubs, women's groups, PTA's d any other organizations that could interested";

To be interviewed on radio and TV tions about great new pictures on ir way";

Closer relationship between the in-stry and the press—more editorial verage;

To make every effort to stimulate uration of good quality product, ng with forceful, concentrated ad-rtising campaigns so that you will playing the pictures 'hot' when you n enjoy the benefits of this adver-ing";

Supplying of information "to bring t extra buck" into exhibitors' ckets.

ull MPA Agenda

(*Continued from page* 1)

riety Clubs International proposal t a special Variety Clubs "Week" designated in January during which charitable and humanitarian work the Tents will be publicized. Vari-has requested the support and peration of the advertising-pub-ity directors in staging the project.

Suggestion from Philadelphia

The committee will consider also the ggestion of the Philadelphia Fellow-ip Commission that it honor the tion picture industry at the Com-ssion's annual meeting in March.

A report on developments concern-g promotion of the Academy Awards ecast next April will be given the mmittee by Sid Blumenstock, MPAA ordinator of promotion for the an-al event.

Separate Tables

(CONTINUED FROM PAGE 1)

tion of a set of odd and lonely characters thrown together for dramatic convenience in an atypical English resort and residential hotel.

Niven stands out, even with the competition for acting honors divided among so many, as the bumbling, timid, fear-ridden but somehow appealing retired army officer who is attracted, as a kindred soul, to Miss Kerr, just as timid, just as fear-ridden, and wholly dominated by her mother, Miss Cooper.

In contrast, Lancaster is a forceful, articulate and bitterly unhappy expatriate American who is running from himself and his memories of his marriage to Miss Hayworth—an overpowering physical passion but an unresolvable conflict of wills. Seeking forgetfulness he has become engaged to Miss Hiller, gentle and understanding proprietress of the hotel, when Miss Hayworth appears, repentant and herself extremely afraid of loneliness.

Niven is exposed, by a story in the local paper, as a molester of women in the town cinema. Miss Cooper leads a righteous indignation meeting of the residents and demands that Miss Hiller order him to leave. In a moving scene he confesses his inadequacy and his fraudulent front to Miss Kerr and encouraged by her answering sympathy and that of Miss Hiller, he decides to stay and face out his accusers. His moral courage brings a moment of truth next morning at breakfast as each of the characters sees himself in relation to and in communication with the others.

The direction by Delbert Mann keeps the complex threads of the story parallel and related as Rattigan intended in his play and in his screen treatment, a more difficult task than on the stage when the four principal leads were played by only two players. Harold Hecht as producer wisely gave the author and director full rein in interpreting the characters in depth.

It is a picture which will gain major critical acclaim but which will require merchandising as adult as its theme and treatment.

Running time, 98 minutes. Adult classification. December pre-release

JAMES D. IVERS

Wanger Answers Charge Against 'Want to Live'

From THE DAILY Bureau

HOLLYWOOD, Dec. 1—Charges that the film "I Want to Live!" is made of up "half truths and propaganda" were answered today by Walter Wanger, producer of the picture, who said that the trial transcript of the Barbara Graham case on which the script is based "supports our film."

The picture was denounced in statements made to the "Los Angeles Mirror News" by Police Chief Parker, Chief of Detectives Thad Brown and the prosecutors of the case, Adolph Alexander and J. Miller Leavy. They said the film "uses the unjustified premise that an innocent woman was driven to her death." Miss Graham, who was convicted of murder, protested her innocence to the end.

Leavy called the picture "an obvious attempt to influence public opinion against capital punishment. At the beginning of the film it states that it is a factual account of the case. But it does not use all of the facts. The movie makes it appear that police, prosecutors, and the press were out to railroad an innocent woman to her death."

Replying to the charges, Wanger said that the film "is concerned with fact that Barbara Graham was a human being. We were not trying to show whether she was guilty or not guilty but whether she had been accorded her rights as a human being. I believe that the trial transcript supports our film."

Ezell Leases

(*Continued from page* 1)

February by Loew's Theatres. Costing approximately $1,000,000 to build, it has a 2,000-car capacity, a 120-foot screen, elaborate playground and zoo, a full-size carousel, a 70-passenger miniature train and a snack bar said to have cost $50,000. It will be operated on a long term lease at an undisclosed rental. Ezell said there will be no change in the theatre's personnel, headed by Wayne Horton, manager.

Has Greatest Faith

"I have the greatest faith in Texas show business, the drive-in operation and the customer potential for theatres," Ezell said in announcing the take-over.

Revise Tax Law

HORSHAM, Pa., Dec. 1.—The local amusement tax ordinance, which levies a tax on theatre admissions, has been revised, effective Jan. 1, 1959, to include a "unit price" tax on gross sales to a customer on amusements where no specific admission is charged, such as pinball machines and juke boxes. The community is located near Philadelphia.

'Nine Lives' to Open

"Nine Lives," the Norwegian film which was a 1958 Academy Award nominee, will be the next attraction at the Guild Theatre here, it was announced by Louis de Rochemont Associates, distributors of the film.

WB Expects

(*Continued from page* 1)

shown for the first quarter of the current year.

Jack L. Warner, president of the company, in his annual report released yesterday, told stockholders that "improvement experienced during the quarter ended Aug. 31 has continued and it is anticipated there will be a substantial profit from operations for the first quarter of the current fiscal year."

The loss for the year compared with a profit of $3,415,000 for the year ended Aug. 31, 1957. Income was $72,316,000 for 1958 compared with $80,279,000 for 1957 and costs and expenses were $69,190,000 compared with $73,663,000.

Sees 'Vast Potential'

"We are convinced by the box office returns for many top quality films," Warner said in his report, "that there is a vast potential for profitable operations in the business of producing and distributing motion pictures for theatrical exhibition." The company president said the company had continued its policy of acquiring successful books and plays and now had more than 30 major motion pictures, based on such properties, in various stages of preparation.

The report cited the successful production of four top-rated television series by the company's television department and mentioned the transferral of headquarters to the west coast as designed to promote "greater coordination between the production and distribution divisions."

Sales Drive

(*Continued from page* 1)

Boasberg, domestic general sales manager; and Wolfe Cohen, president of Warner Bros. International, will serve as co-sponsors of the 14-week drive that will involve both domestic and foreign sales organizations.

While the "Welcome Back, Jack" drive will concentrate upon major feature motion picture already completed and ready for distribution, emphasis also will be placed upon the new season's production program planned as the most important of the company's history. The forthcoming program, centering around outstanding story properties that include best-selling books and hit stage plays, will see the realization of production plans mapped and put into preparation by Warner.

Pictures which will be the focal point of the "Welcome Back, Jack" drive period include "Auntie Mame," "The Old Man and the Sea," "The Nun's Story," "Home Before Dark," "Onionhead," "From the Earth to the Moon," "The Hanging Tree," "Up Periscope," "Enchanted Island," "Damn Yankees," "Indiscreet," and "Wind Across the Everglades."

'Live' Take $34,902

"I Want to Live!" Figaro, Inc., picture for UA release, rolled up a huge $34,902 gross in its second week at the Victoria Theatre here.

PEOPLE

William Ornstein, journalist, author and publicist who recently resigned from M-G-M here, has joined Schine Hotels as director of publicity and public relations for the Roney Plaza in Miami Beach. He took over his duties at the Florida resort yesterday.

□

Paton Price, who backed unsuccessful efforts made years ago to build a Frank Lloyd Wright-designed legitimate theatre in Hartford, has joined the dramatic coaching staff at the Hollywood studio of Columbia Pictures.

□

Morris W. Mendelsohn, attorney, has resigned as head of the legal department, Loew's Poli-New England Theatres, New Haven, Conn., after some 25 years of service. He will enter private practice in association with Judge Charles Henchel of that city, and will continue to represent the circuit.

□

Joseph Thomas, formerly manager of the World Art Theatre, Detroit, has resigned to take a similar post at the Booth Theatre, operated by **Milton H. London.**

□

Louis J. Goffman, Philadelphia attorney and former chief barker of Tent No. 13, has been named a division chairman in the Trade Council campaign for the forthcoming Allied Jewish Appeal.

Albany Critic's 'Pass' Still Good, Theatre Says

Special to THE DAILY

ALBANY, N. Y., Dec. 1.—Peace has been declared between the Stanley Warner Strand Theatre and Gannett's "Knickerbocker News," after a brief verbal war over alleged unfair reviewing by critic Ormonde Plater. Plater thought his pass had been taken up by manager Alfred G. Swett and Plater had been directed by managing editor Robert Fitchenberg to pay his way into the theatre when on reviewing assignments.

Swett insisted that Plater's courtesy card had not been lifted; that it covered all four local SW houses and had been used by Plater subsequent to the alleged "lifting."

In a telephone conversation between Swett and Fitchenberg after Plater had panned "Houseboat," there was some reference reported to the possibility "it might be better to have the critic become a paying customer." This, however, was not meant to be taken seriously, Swett explained.

N. J. Tedesco, 63

HARTFORD Dec. 1.—Nicholas J. Tedesco, 63, veteran projectionist at Loew's Poli Theatre here, is dead.

Justice Dept.

(*Continued from page 1*)

partment are ones involving the present weighted voting set-up, the distribution of royalties among members, and the Ascap survey system to determine song preferences. These practices figured prominently in a House Small Business subcommittee investigation of the Society, and Justice officials readily admit their present animus against the Society is an outgrowth of the House hearings.

Justice officials said they had no idea how long it might be before the matter is settled.

Pinanski Renamed

(*Continued from page 1*)

this yesterday, and Albert M. Pickus would be TOA alternate.

Kerasotes also named the following as TOA members on COMPO's executive committe: Pinanski, chairman; Myron N. Blank, S. H. Fabian, E. D. Martin, Spencer Leve, Walter Reade Jr., Ernest G. Stellings and Morton Thalheimer, Sr.

Brit. Producer in Deal To Make Film in Russia

From THE DAILY Bureau

LONDON, Dec. 1.—Former BBC producer Desmond O'Donovan has returned here from Moscow with what he claims to be the first agreement yet granted by the U.S.S.R. for an Anglo-Soviet co-produced feature film.

Working title of the film is "Operation Icebreaker" and the story begins with the crash in the Arctic of a Polar Flight Airliner with important international personalities among the passengers. Filming, says O'Donovan, is scheduled to begin in England in April and in Russia in June. English locations include Cambridge University. Russian locations include Moscow and permission, it is claimed, has already been granted for filming inside the Kremlin.

O'Donovan, it is also stated, leaves for the U.S. Tuesday, for meetings with the U.S. State Department and the Todd-AO company.

Soviet Visitors to Coast

WASHINGTON, Dec. 1.—Kenneth Clark, vice-president of the Motion Picture Association, left here today for Hollywood with Yury Zhukov, chairman of the Soviet Council of Ministers Committee for Cultural Relations with Foreign Countries. They were accompanied by Mrs. Anver Mamedova, assistant cultural attache at the Soviet Embassy here, and V. Vokhrushev, an interpreter. They will be in Hollywood three days.

Ask York Tax Repeal

YORK, Pa., Dec. 1.—The city was called upon by the Motion Picture Operators' Union to rescind the 10 per cent local amusement tax on all theatre admissions in order to help both business and employment in the industry.

TOA Asks Help on Post Theatres Competition

The special Theatre Owners of America committee of which Robert J. O'Donnell is chairman, appointed to seek curbs on unfair competition from military post theatres with nearby commercial theatres is scheduled to meet with the Armed Forces Booking Department in Washington in the near future to present the industry's case.

Exhibitors are being asked to forward to the committee specific information on military theatre competition and its effects on theatres in the same areas. The information sought includes the number of theatres affected, admission prices charged by the military theatres and whether civilian employes of the post are permitted to attend; number of days behind the camp that affected theatres play, and effects on individual exhibitor's business.

TOA members also are urged to contact their Congressmen at their home bases and inform them of the theatres' problems, asking for their support in having military theatres play films after they have been shown in adjacent theatres.

TOA Asks Consideration For Soviet Films

Theatre Owners of America members are advised in the organization's current bulletin to expect "in the next few months, requests from our government that you play the seven Soviet films which our State Department has promised the Russian government will be exhibited in American theatres as part of the deal wherein 10 American films will be shown by Soviet theatres."

Federal Pledge Recalled

The bulletin notes that when exhibitor representatives were briefed by State Department officials in Washington on the deal last month, "State promised public relations assistance to theatres to counteract any possible public opposition to showing of the Soviet product."

"American motion picture theatre owners," the TOA bulletin observes, "have always cooperated in the past with any Government request for help. We urge you to give every consideration to this new request."

'Horse' in Big 3rd

"The Horse's Mouth," United Artists release, has registered a "resounding" $25,073 gross in its third week at the Paris Theatre here, topping the box office receipts of its first two weeks at the 58th Street showcase.

'Houseboat' $35,400

Paramount's "Houseboat" took in an exceptional $35,400 at the Capitol Theatre here for the Thursday through Sunday period past, which included Thanksgiving Day.

REVIEW:

The Lost Missile

United Artists

HOLLYWOOD, Dec.

The stark realism of this documen ary-styled science-fiction drama w make its point with frightening in pact. Audiences will experience a v carious thrill on the possible destru tion of the world by an unidentifi flying object, missile shaped, from a other planet.

The screenplay by John McPartlan and Jerome Bixby, based on a story Lester William Berke, who also d rected the film, offers a front seat vie of the challenge by an unidentifi missile, deflected into orbit around t earth at a five-mile height, just as it about to land into Soviet territor The missile maintains a speed nearly 5,000 miles per hour, projec ing an atmosphere of a million d grees heat that leaves in its wake path of death and destruction fro five to 10 miles wide.

All government and civil defen agencies are put into action to tempt an interception and protecti of lives. The city of Ottawa in Cana is alerted, but it meets destruction all attempts to intercept the impre nable missile are blocked by the v sun-like heat.

The missile is finally destroy minutes before it has a chance reach New York City, as Robert Lo gia, a young scientist, working in t atomic laboratories at Habenbro N. J., hits on an idea that sends a ba hydrogen warhead into the targ with the thrust from a missile capa of 7,000 miles per hour.

All this is accomplished with t integration of a personal story of t young scientist, whose marriage pla to his assistant, Ellen Parker, are fr trated by his devotion to his work a duty. He loses his life through posure to the deadly radiation of p tonium, when some unknowing hoo lums try to hijack his jeep on his w to the missile base, and unwitting break open the plutonium contain This allows him only 15 minutes live, and complete the job of instal tion before the count down.

Running time, 70 minutes. Gene classification. Release, in Decemb

S. D.

Final Briefs Filed in Goldwyn and NT Suit

Special to THE DAILY

SAN FRANCISCO, Dec. 1.—Fi briefs were filed here today in Sa uel Goldwyn's anti-trust suit again National Theatres, its affiliates a others preparatory to closing oral guments Tuesday and Wedn day before United States Judge E ward P. Murphy. Goldwyn is seeki some $2,000,000 in triple damages the claim his pictures were discri inated against by the defendants.

After hearing the findings of f and law by Joseph Alioto for t Goldwyn side and Arthur Dunne f the defense, Judge Murphy is e pected to hand down his decisi shortly thereafter.

T'S "AUNTIE MAME" FOR CHRISTMAS, EXHIBITORS AGREE AT GALA PREVIEW

More than 1,500 motion pieture industry leaders, theatre-owners and representatives of the press, radio and television hailed Warner Bros.' Merry Christmas release, "Auntie Mame," yesterday at the first preview showing of the Technirama-Technicolor film. With Rosalind Russell starred, the screen version of the Broadway eomedy smash will have its eagerly-awaited world premiere Thursday at Radio City Musie Hall, where it will be the Christmas attraction. The New York preview, at the Criterion Theatre, was held simultaneously with others across the country.

Among the exhibitors at the "Auntie Mame" preview were (L. to R.) Ted Minsky, Nat Fellman and Frank Marshall, of the Stanley-Warner circuit.

es Lapidus, Warner Bros. eastern sales manager, welcomes Edward Hyman, vice president of United Paramount Theatres, and the Paraunt circuit's Robert K. Shapiro and Al Sicignano. (L. to R.)

Charles Reagan, of Greater Indianapolis Amusements, and Ed Shea of Shea Theatres, join Ralph Iannuzzi, Warner Bros. eastern division manager. (L. to R.)

ggy Cass, featured with Rosalind Russell in untie Mame," is joined by Larry Morris, of e B. S. Moss Theatres.

Maury Miller (L.) of Hecht Theatres, greets Ernie Sands, New York branch manager for Warner Bros.

Mrs. Edward Fabian meets Sam Goodman of the Century Theatres at the "Auntie Mame" preview.

Florida Meet

(Continued from page 1)

ture Exhibitors of Florida's 10th annual convention at the Hotel Roosevelt by pointing out that "Hollywood is now in the act of demonstrating its faith in the future of our joint industry by spending more money on the production of fine motion pictures than it ever spent in any two years prior to 1950. As for you, exhibitors, if you love this business and want to stay in it, the future will be just as bright as you, yourselves, make it."

Attendance at Capacity

To the capacity crowd of more than 250 exhibitors and other Florida industryites, Kennedy urged a quick return to old-fashioned showmanship policies and the modernization of existing theatres as the exhibitor's best answers to boxoffice slumps. He praised production and distribution for their aggressive new policies in combating television, and then drew blood from many exhibitors by his caustic remarks about their slip-shod methods of operation and their failure to devote their energies to "the many exciting, interesting facets of running a good theatre."

B. B. Garner of Lakeland, MPEOF president, welcomed members and guests to the opening session of what Horace Denning, general chairman, termed "the dough-in-your-pocket convention for working exhibitors only."

Fred Kent, North Florida circuit owner, placed the emphasis of the gathering on ways to increase boxoffice and concessions profits.

Jack Rigg, local film buyer, gave an inspiring account of the new film product to be available from major film studios in the next several months.

Young Tony Kelly, head of Delco Foods, was host at the Monday luncheon.

Promotion Forum Included

A valuable roundtable on advertising, promotion and publicity was conducted by Mark Dupree, Florida State Theatres executive and MPEOF vice-president, in the afternoon.

Talks were given by Norris Hadaway, Wilby-Kincey Theatres executive; Judson Moses, M-G-M publicist, both of Atlanta; Jerry Gold, Gold-Dobrow Theatres, Pahokee, and Jim Partlow, Kuhl-Ave. Drive-In, Orlando, on the adaptation of old exploitation methods to new situations.

The R. C. Cola Co. was host at an industry cocktail party for 300 guests in the hotel's Mayport Room, followed by a buffet dinner and dance in the grand ballroom.

REVIEW:

House on Haunted Hill

Allied Artists

HOLLYWOOD, Dec. 1

A VERY COMMERCIAL piece of nerve-wracking horror entertainment has been contrived by William Castle and Robb White, the same team that had a box office plum in "Macabre," with the insurance policy stunt that captured the ticket buyers. Another gimmick has been dreamed up by the Allied Artists "stunt department," which should bring the same results and more, the picture itself having more to offer in the way of thrills, fun and suspense.

Allied Artists will offer, at the exhibitor's option, and a nominal charge, an opportunity to employ "Emergo," a special stunt effect, which can be used in the presentation of the film. Emergo, in fact, is nothing more than a simulated skeleton hidden near the right wing of the proscenium arch until a point in the picture when, upon cue, the skeleton whose bones light up, makes its way over the heads of the audience, and then returns to its "closet." At this point, timed with the action in the picture, the skeleton re-enters the scene on the screen.

The surprise element and clever effect rated a round of applause from the highly responsive audience who reacted audibly to the weird, shocking business, witnessed at a preview in the Academy Award theatre.

William Castle, who produced and directed from White's screenplay, earns his P.H.D. (Doctor of Pictorial Horror) with this one. Contributing to the shocking fun is a cast headed by Vincent Price, who lends a touch of whimsy to his role of a clever, sadistic millionaire, and husband of the very alluring Carol Ohmart.

PRICE, YIELDING to his wife's request to give a "haunted house party," rents a 100-year-old mansion from Elisha Cook, who claims the place is haunted by the ghosts of seven persons murdered there. Five guests, unknown to each other, accept invitations to the party on the understanding that anyone able to remain alive for that night will receive $10,000. The tension mounts and the eerie activity takes place at the stroke of midnight when all avenues of escape from the house are barred.

In addition to sliding walls, hidden passages, ape-like hands, ghost-like characters that appear in and out of dark rooms, and an apparition of Miss Ohmart, who appears to have hung herself in one of the scenes, there is an acid pit in the cellar that devours anything human, leaving only the bones. In a surprise climax, in which Price is believed to have fallen into the pit after being shot by Alan Marshal, one of the guests, who turns out to be Miss Ohmart's secret lover and schemer of her faked hanging, Price takes command of the situation. Aware of his wife's infidelity, Price sets up a contraption which lifts a skeleton out of the acid pit, supposedly his, which scares Miss Ohmart into suffering the fate planned for her husband. This is the point at which "Emergo" takes place.

The skeleton goes off screen right, and its alter ego makes its appearance realistically over the heads of the audience. The film ends with a satisfactory grin on puppeteer Price's face as he reels back the skeleton to the screen, knowing he has won out over his unfaithful wife, and her "pitted" companion.

Running time, 75 minutes. General classification. Release, in December.

SAMUEL D. BERNS

Start To Build New Theatre in Amherst

Special to THE DAILY

AMHERST, O., Dec. 1.—John Mattey, veteran exhibitor, is in process of building the first new indoor theatre in the Greater Cleveland area in eight years. The new house will have 400 seats.

For more than 25 years Mattey has operated the Amherst Theatre under lease which expires next August. The new theatre, unnamed as yet, will supplant the Amherst which, reportedly, will be converted to other use. In 1952 Arnold Porozynski built the Willow Theatre in nearby Independence, O.

Livingston New Col. Cleveland Manager

Special to THE DAILY

CLEVELAND, Dec. 1. — For the second time within a year Jules Livingston has followed in the footsteps of Sam Weiss. Last August, following the closing of the Republic exchange of which he was branch manager, Livingston succeeded Weiss as local 20th-Fox sales manager from which Weiss resigned after 12 years with the company, to accept the position of Columbia branch manager.

Now Livingston has again been appointed to succeed Weiss—this time as Columbia branch manager. Livingston's successor at 20th-Fox has not been named as yet.

Cleveland Newspapers Pledge More Film Aid

Special to THE DAILY

CLEVELAND, Dec. 1.—A comm tee of distributors and downtown fir run exhibitors who have met wi cooperation from editors of the "Pla Dealer" and "News" in their efforts "revitalize" motion picture pages ha been further reassured by Louis Seltzer, editor of the "Press." Seltz said that greater cooperation "with the limits of our policies" would granted the industry whenever pos ble.

The committee has asked for great use of art on future product inste of concentrating on the current traction; more syndicated Hollywo stories to create reader interest a box office attendance; special holid layouts when warranted; quarterly r views of top product with intent upgrade the industry; report of vis ing stars as news in news columns i stead of on the movie page and oth suggestions aimed to arouse intere in motion pictures. Adrian Awc 20th-Fox publicity representative, h spearheaded this committee.

Suit of Theatregoer Losing Eye Settled

Special to THE DAILY

MILWAUKEE, Dec 1.—The Par way Amusement, Inc., operator of t Parkway Theatre here, has settl for $19,000 a $62000 civil suit by woman who was blinded by a bob pin shot from a rubber band. As pa of the settlement the cases of tw boys, 10 and 11, interpleaded as d fendants by Parkway, were dismisse The boys were the ones who shot t bobby pin.

In the complaint it was stated th while attending the theatre in Ju 27, 1957, a Saturday night, the woma and her husband found the patro shooting bobby pins and other m siles with rubber bands. They sa the theatre was negligent because guards or ushers patroled the theat to control the activities of the patron obviously children.

Wald Ill; Cancels Trip

HOLLYWOOD, Dec. 1. — Jer Wald, stricken with an ulcer atta on Saturday and confined to his b at home under doctor's orders, h cancelled his trip to the 20th Centur Fox home office to show executives h latest film, "The Sound and t Fury," and has cancelled his plans f a European vacation over the Chris mas-New Year holidays.

Martin Ritt, director of the filr will pinch hit for Wald on the Ne York trip.

Goldstein Drive Date

Steve Broidy, Allied Artists' pres dent, has announced Jan. 3 as t kick-off date for the Morey R. Gol stein appreciation sales drive. Th drive will honor Goldstein, the com pany's vice-president and gener sales manager, and salute his sal leadership. It will be conducted over 13-week period.

The Critics Say . . .

As influential as the many na-n-wide syndicated TV columnists, e the hundreds of local news-per critics whose views—though ey inevitably reflect regional pre-rence—more often than not have tional validity. These reporters, ked to vote again this year in the nual MOTION PICTURE DAILY-IME poll of television talent and ows, added a variety of comments their views of the industry. nong them were the following ports.

Dot Louviere, Daily Iberian, New eria, La.: There are too many Wes-ns; and most people that I talked are getting tired of them. I prefer uation comedies with some music ch as "Ozzie & Harriet" and "Dan Thomas Show"). TV could use more ur or hour-and-a-half stories such "Johnny Belinda." To interest teen-ers, why not have a series on the oblems of a girl or boy attending gh school which would be comical d have singing and dancing?

•

Roger Thames, The Birmingham ews, Birmingham, Alabama: Worst actice perhaps peculiar to 2-station wns (such as mine): Station refusal carry network shows that infringe station-option time, denying us ch as DuPont Show of Month, Om-bus, Kaleidoscope, etc. Every sum-er's output such as last summer's ings pay-TV into much more desir-le position with public; suggest TV ar is 52-weeks and has no business lapting show-biz' 39-week year.

•

Ann Cooke, Raleigh Times, Raleigh, . C.: I think it would be a boon to manity if commercials could be put the beginning and the end ONLY programs, especially those of dra-atic content—this would eliminate e wholesale "chopping" which oft-entirely destroys the continuity of story—I was thinking of Playhouse). Even if the commercials of neces-y had to be lengthened, this would a wonderful innovation. Also would lvocate more public affairs programs not all of us work for newspapers d can keep up with the terrific pace current affairs in the world today. think TV is an interesting and an asy" way for us to absorb things ny of us wouldn't ordinarily bother read about—a lazyman's news-per.

•

Merita Mills, Beaumont Enterprise, eaumont, Texas: Commercials grow orse and worse, are often meretri-ous and in execrable taste. Because the plethora of old movies, westerns, izzes and hamstrung whodunits, I ear more and more customers say: We shut ours off most of the time, ow." Or "We only watch the 'big ecials.'"

Until the sponsors' fanatical obses-on with the importance of "ratings" and the tyranny of ratings in general can be conquered, television hasn't a Chinaman's chance of improving.

Television Today

British Commercial TV Service To Be Completed by '60, Says ITA

By WILLIAM PAY

LONDON, Nov. 28 (By Air Mail)—Plans for the completion of the present commercial TV service by 1960 are announced by the Independent Television Authority (ITA). Program companies for the three remaining major areas will be appointed next year. Already 10 program contractors have been appointed of whom seven are already supplying programs.

Beyond these thirteen main service areas, the ITA sees the need for four to six satellite stations. The first of these will be opened near Dover in the winter of 1959-60.

The completion of this program will give the ITA, like the BBC (British Broadcasting Corporation), a 99 per cent coverage of the British Isles, and this has been achieved four years before the end of the ten-year life of the Television Act.

Sir Robert for Third Service

Therefore, if by the time of its completion there is still no decision about a third TV service in Britain, then the ITA's main program of construction will be finished. Commenting on the need for a second commercial TV service, Sir Robert Fraser, director general of ITA, said: "The present situation cries aloud for a third independent television service.

"Net advertising revenue of the ITA services would be about £40 million this year and higher next year. There was sufficient revenue, therefore, to make possible a third program with no necessary need for an increase in total advertising expenditure."

Both the ITA and the BBC have applied for permission to operate the third service. It is, however, a political matter and a decision has been promised by the Government "within the life-time of the present Parliament"—that is within the next two years.

Talent Seen Lacking

But there's disagreement in the commercial TV camp as to what form the third service should take. This week, for instance, Associated Rediffusion's chairman John Spencer Wills, when reporting to his stockholders the payment of a first dividend of 11½ per cent, said: "There was probably not a sufficient supply of satisfactory material and talent for extra services on the lines of the existing ITA and BBC programs."

Instead, he suggested, both ITA and the BBC should be given an extra service solely for educational programs —"using the word educational in its broadest sense"—and specialised programmes with a minority appeal.

Swope Finds TV a 'Haven'

By SAMUEL D. BERNS

HOLLYWOOD, Dec. 1—Herbert B. Swope, Jr., views television as a haven for active-minded producers. Theatrical film producers, he pointed out, generally suffer the frustration of bird-dogging story material which has uncertain box office returns, then wait for the studio to agree on the selection of material, purchase of property and approval of budgets.

Swope came to 20th Century-Fox two and one-half years ago, during which time he has produced five features. He gained previous recognition as a stage director, TV director of the Robert Montgomery Shows, and a number of spectaculars, "Climax" and "Playhouse 90" shows, and now moves over to Twentieth Century-Fox Television in an executive producer capacity, serving under Martin Manulis, his former supervisor at CBS-TV.

Son of the Publisher

The producer, son of the late Herbert Bayard Swope, currently scanning story material for the development of a number of filmed series, finds greater creative opportunity in the TV field. Because of the demand for material in TV, Swope states it is easier to foster fresh ideas that can be developed into program segments for series that have a lifeline of 39 or more shows, with more freedom from indirect censorship.

The 34-year-old producer, who still regards theatrical films as the greater of the two mediums, is ready to answer the call in that direction if the "right" project comes into view. He maintains that everyone in show business should be interchangeable for both mediums. He spoke of the facilities available from the parent company, and the opportunity Twentieth Century-Fox Television will offer in the development of new faces, writers, directors, etc.

Has 'Formula for Failure'

Climaxing an interview, Swope quoted his famous father in answer to some basic formula for success in this business: "I can't give you a formula for success, but if you want one for failure—'try and please everybody'!"

TV Program Catches Wonder of Music Hall

A comprehensive tour of Radio City Music Hall, Showplace of the Nation, with glimpses of the planning and rehearsal of the theatre's famed Christmas stage show, scheduled to open Thursday with Warners' "Auntie Mame" as the screen attraction, was provided the television audience on NBC's Channel 4 Kaleidoscope program on Sunday afternoon. With Charles Van Doren as the guide, the hour-long program was interesting and informative all the way.

Ingenious special effects and devices to be employed in an aquarium scene in which the Rockettes will "swim" about the stage were of special audience interest not only for their behind-the-scenes disclosure but also as an example of the vast possibilities to which the Music Hall's stage and equipment may be put.

An executive planning session presided over by Russell Downing, Music Hall president, with members of his staff receiving a report on the Christmas show plans from Leon Leonidoff, introduced rehearsal secenes, precision dancing of the Rockettes, a ballet performance, costuming and coaching sessions, views of the 6,200-seat auditorium, its permanent orchestra, the great organ, and data concerning its chandeliers, carpets, lighting, stage equipment, curtains and the talent at work that attracts millions of patrons annually.

The "Auntie Mame" title frame and its star, Rosalind Russell, photographed from the Music Hall screen, also were shown on the TV screen.

Entertaining in itself as TV fare, the program should sell thousands on the Music Hall Christmas program and make countless other thousands who have not done so before, wish to visit the great theatre in person.

S. K.

Wagner Xmas Party

Gary Wagner, in accordance with his annual custom, will hold a Christmas party for television and advertising agency people this Friday, in the Carnaval Room of the Sherry-Netherland Hotel.

Joel to Screen Gems

Joe Joel, a veteran advertising and motion picture executive of Australia, has been named general manager of Screen Gems Pty. Ltd., the Australian affiliate of the Columbia Pictures TV subsidiary. The appointment was announced by William Fineshriber Jr., Screen Gems' director of international operations, who is now on the last leg of his three-month round-the-world tour.

IT'S THAT RED-HOT PICTURE ABOUT THAT NIGHT-TIME GIRL!

"Sure to be a boxoffice sensation! Eartha Kitt's performance is great! Sammy Davis makes the screen jump and jive with nervous energy!"
—HOLLYWOOD REPORTER

PHILIP YORDAN'S

Anna Lucasta

A FILM SO NAKED AND REAL...

IT'S EVEN MORE EXCITING THAN THE INTERNATIONAL STAGE H

starrin

EARTHA KITT

an

SAMMY DAVIS, JR

as "Danny"

Screenplay by PHILIP YORDA

Directed by ARNOLD LAVE

Produced by SIDNEY HARMO

Music by ELMER BERNSTE

A Longridge Enterprises, Inc. Productio

THRU UA

NOW *SPECIAL ENGAGEMENTS:*
LOS ANGELES—Orpheum and Hollywood / CHICAGO—Oriental

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

L. 84, NO. 106 NEW YORK, U.S.A., WEDNESDAY, DECEMBER 3, 1958 TEN CENTS

ore Steps Taken

reen Active ith Loew's roxy Moves

ks Company for Copy Stockholder List

copy of the list of Loew's stock-lers has been requested of the pany by Louis Green, dissident di-or who has threatened a proxy est at the company's annual meet-next February. Green's attorney, nard Sheriff, said yesterday.

e added that all other steps paratory to solicitation of proxies being taken, including preparation list of proposed directors. The he said, lacks several names of g complete. He declined to dis-

(*Continued on page* 3)

ich. Allied, Truck rvice in Agreement

Special to THE DAILY

ETROIT, Dec 2.—Film Truck ice and Michigan Allied came to amicable agreement when Film k withdrew its request to the higan Public Service Commission ike minimum shipment charges a graduated basis from $1.68 to 6. This ultimately would have rep-nted an increase in delivery ges of 20 per cent.

stead it has substituted a mini-

(*Continued on page* 3)

hibitor Mass Meet lled at Detroit

Special to THE DAILY

ETROIT, Dec. 2.—A "mass meet-" of exhibitors and managers has n called for Tuesday, Dec. 9, at Fox Theatre Screening Room. The ting was called by David New-n, general counsel for Cooperative atres of Michigan and Michigan ed "to support and implement a paign for 'The Rebirth of Show-nship'." Buffet luncheon will be ed.

TELEVISION TODAY—page 4

The benefit world premiere of Paramount's Dino DeLaurentiis production of "Tempest" at the San Carlo Opera Theatre in Naples, Italy, Monday night was thronged by notables from every walk of life, including government and the motion picture industry. Seen in this photo taken in the theatre lobby is Donna Carla Gronchi, wife of the President of Italy, flanked by two members of the international star cast of "Tempest," Silvana Mangano and Vittorio Gassman. The film's U.S. release is set for Easter, 1959.—R.C.A. Wirephoto.

NTA's Gross Income Up 41% for Fiscal Year

National Telefilm Associates, Inc., gross income for the 12-month period ended July 31, 1958, totaled $15,-497,595—an increase of 41.2 per cent over the previous year—Ely A. Landau, board chairman and chief executive officer, said yesterday.

Income before amortization and provision for Federal income taxes amounted to $9,872,033, as compared with $6,747,832 a year earlier for a gain of 43.6 per cent. Reflecting an

(*Continued on page* 3)

Robert Roark Forms New Picture Company

From THE DAILY Bureau

HOLLYWOOD, Dec. 2. — Formation of Brigadier Pictures, Inc., to produce four feature pictures within the next 18 months was announced today by producer Robert Roark. Rick Markle will be associate producer.

Roark has leased space at California Studios and will start his first production, "The Young and the Damned," an original screenplay by Jo Heims, on Jan. 19. Releasing arrangements will be set at a later date, Roark said.

Editorial Plans Ready For 'Life' Special Issue

The fact that Entertainment, in all its aspects, is one of the largest industries in the United States today will be the focal point of "Life" magazines' double year-end issue, Andrew Heiskell, publisher, said this week in announcing the completion of editorial plans for the special, which will go on sale Dec. 17.

MOTION PICTURE DAILY, in a new

(*Continued on page* 2)

Sees 50 Million TV Sets Abroad in 4 Years

Birmingham, Ala., Dec. 2—A U.S. Information ageney official predicted there would be more than 50,000,000 television sets in use in foreign countries within four years.

The prediction came from Romney Wheeler, director of U.S.I.A.'s television service and a former NBC executive.

There are now about 21,500,000 sets being used abroad. The U.S. has about 43,000,000 sets in use right now.

Adams' Speech

Allied Urges Strong 'White Paper' Effort

Ohio I.T.O. Meet Also Told Of ACE Developments

Special to THE DAILY

CINCINNATI, Dec. 2. — Allied States will not relax its campaign to win public and legislative support for the program represented by its so-called "white paper," despite its participation in the newly formed American Congress of Exhibitors.

Horace Adams

This was made plain here today by Horace Adams, president of national Allied, in his address to the opening session of the annual convention of

(*Continued on page* 5)

Arnold Hayes Heads Florida Exhibitors

Special to THE DAILY

JACKSONVILLE, Dec. 2.—Arnold Hayes, owner of the Naples Theatre and the Naples Drive-in, Naples, was the unanimous choice to head the Motion Picture Exhibitors of Florida at the group's annual election this afternoon in the Hotel Roosevelt. Other officers chosen to serve with him were: vice-presidents: Peter Sones, Tampa; Mark Dupree, Jacksonville; Robert

(*Continued on page* 3)

Circuit's Business Up 12%, Rowley Tells Meet

Special to THE DAILY

DALLAS, Dec. 2.—John H. Rowley, president of Rowley United Theatres, opened a two-day partners and managers meeting today with an accent on the positive by reporting that business

(*Continued on page* 3)

PERSONAL MENTION

DAVID LIPTON, Universal Pictures vice-president in charge of advertising-publicity, will return to the Coast from here tomorrow.

•

MORRIS LEFKO, Michael Todd Co. vice-president in charge of sales, left New York yesterday for Chicago.

•

MARLON BRANDO, Sr., president of Pennebaker Productions, will arrive in New York next Monday from the Coast for conferenees with United Artists officials.

•

JAY SOLOMON, treasurer and general manager of Independent Theatres, Chattanooga, has returned there from New York.

•

MRS. MICHAEL TODD, Jr., has given birth to her third child, a girl, to be named SARAH, for her mother.

•

HARRY FURST, direetor of the Palace, Plaza and Ridgeway theatres, Stamford, Conn., has left there with MRS. FURST for a vaeation in Miami.

•

C. G. PANTAGES, 20th Century-Fox branch manager in Albany, N. Y., has returned therc from Gloversville and Oneida.

Mayer As Toastmaster At Lunch for Coyne

Arthur Mayer, former executive vice-president of the Council of Motion Pieture Organizations, will serve as toastmaster at the industry luncheon honoring Robert W. Coyne, COMPO special counsel, it was announced by Martin Levine, chairman of the arrangements committee.

Expect Record Attendance

A record turnout of film personnel, including exhibitors and distribution exceutives from all over the country, is expected for the luncheon, which will take plaee in the North Ballroom of the Hotel Astor Dec. 11.

The COMPO triumvirate of Abe Montague, representing distribution, Ben Marcus, representing Allied, and Sam Pinanski of Theatre Owners of Ameriea will be present.

UA Dividend 40c

The board of directors of United Artists yesterday declared a regular quarterly dividend of 40 cents per eommon share, payable Dec. 26 to stockholders of record Dec. 12.

'Life' Special Plans Ready

(*Continued from page* 1)

departure in the publieation field, simultaneously will publish a "Salute to Life" describing and analyzing the national magazine's attention to the motion picture industry.

The "Life" issue, 192 pages, including at least 50 full color pages, will be devoted to the performing arts in general, but will emphasize motion pictures in many of its special features. These will inelude several staged and photographed especially for the issue by name stars—a comparison of a modern glamor star with beauty queens of the past, a spoof of a silent movie starring top names of today, a famous director at work, and others.

Chiefly responsible for editorial development of the issue will be Mary Leatherbee, regularly Life's movie editor, working under the general direction of Kenneth MacLeish, special projects editor.

The year-end double issue, fourth since "Life" introdueed the idea to the publication field in 1955, with final advertising deadlines not yet raached, has alrcady exeeeded last years' advertising volume, which set a record.

Special Campaigns Set

As in previous years special eirculation campaigns are being prepared to boost the sale of the special well over the normal average eirculation of nearly 6,000,000 copies.

'Life' Article Fans 'Want to Live' Publicity

Life Magazine in its December 8 issue publishes a three-page feature story on the Barbara Graham case on which United Artists' "I Want to Live!" is based.

Miss Graham, accused of a brutal murder, was executed in the California gas chamber in 1955. The "Life" story quotes extensively from a series of letters written by the eondemned girl to a friend during the months she was in prison. The article, by Peter Bunzel, reports that "the movie strongly implies that Barbara was actually innocent" but takes no stand on the matter.

"The letters," the story says, "reveal new insights into Barbara Graham's character . . . and . . . provide one of the most detailed records in existence of a condemned person's ordeal." The articule is illustrated with two giant stills showing Susan Hayward in the role of Barbara Graham, one of them in a pose used extensively in the UA ad campaign.

AIP Officials Coming

Samuel Z. Arkoff, vice-president of American International Pietures, is scheduled to arrive here today to set up the company's new foreign department under the managership of William Reich.

James H. Nieholson, president, will join Arkoff later for showings of "Operation Dames" and "Daddy-O" to eircuit and independent exhibitors.

'Witches' Opens Monday

"Witehes of Salem", Kingsley International release, will open at the Little Carnegie Theatre Dee. 8. Adapted by Jean-Paul Sartre for the sereen from the Paris produetion of Arthur Miller's play "The Crucible", the picture stars Simone Signoret and Yves Montand.

Eight 'Critics Awards' Made by Film Editors

From THE DAILY Bureau

HOLLYWOOD, Dec. 2. — The "Critics Awards" of Ameriean Cinema Editors were made here tonight at Romanoff's Restaurant to eight winners in the fifth annual event of this kind conduеted by ACE. The winners follow:

Dramatic feature: Peter Taylor, for "The Bridge on the River Kwai"; eomedy feature: Alma Macrorie, for "Teacher's Pet"; documentary feature: Norman Palmer, for "White Wilderness," and musical feature: Adrienne Fazan, for "Gigi."

Four TV Citations

The editing award winners for single episodes of a film series were:

Dramatic: Edward W. Williams, for "Poison," on "Hitchcock Presents"; comedy: Robert Hoover, for "Kathy's Romance," on "Father Knows Best"; documentary: Frank P. Keller, for "Unehained Goddess," on the Bell Telephone series, and to Robert T. Sparr, for "Hope of Cards," on the "Maverick" series.

George Amy, ACE president, conducted the ceremonies honoring the editors, who were selected from 25 nominees by vote of national and local TV and motion picture erities acting as final judges.

De Lisio on 'Heaven'

Michael de Lisio has been assigned by Louis de Rochemont Associates to work on a special national magazine publieity campaign for "Embezzled Heaven," based on the Franz Werfel novel. De Lisio was formerly in charge of national magazine publieity for M-G-M. "Embezzled Heaven" is a German-produeed film which will be seen here in an English version. The de Roehemont organization recently acquired the color film for distribution in the U.S. and Canada.

Herald Forum Cited in Loew's Theatres 'Memo'

The current Loew's Theatr "Movie Memo" cites Martin Quigl Jr. and Motion Picture Herald for "pioneering project" in sponsoring merchandising forum on seven i portant pending pictures.

"This series of meetings was exc lently received by all concerned," bi-weekly news letter states. "It is pected that the idea will be repea next year on an even larger sc From the exhibitors' standpoint, m felt that a great deal was learned ab the problems that beset the distri tor. As for the latter, they gai valuable information about point- sale promotion of their product, b in a general sense and in conn tion with the particular attracti screened. A number of suggesti made by the out-of-towners will adopted in selling these new mov and, in one case, there may even a change of title.

"Possibly more important was fact that both sides of the busin got a chance to meet and 'talk sh face to face in an atmosphere of c geniality—unhampered by the stil terminology of business correspo ence."

N. Y. Bookers Elect Birnbaum President

Jack Birnbaum of Randforee Th tres was elected president of the tion Picture Bookers of New Y at an election meeting held Mon in the Manhattan Hotel. Other offiecrs include first vice-presid Peter Sage, Warner Bros.; second vi president, Jerry Frankel, Air Dispat recording secretary, Anne Plisco, U ed Artists; finaneial secretary, Fra Patterson, Paramount; treasurer, I Levine, Associated Artists; sergea at-arms, Lester Schoenfeld, Scho feld Productions.

Trustees Named

Named as trustees were Lee K U.S. Navy, and Marty Perlberg. the board of directors are Oscar gar, Jerry Horowitz, Fred Mayer, Klein, Marty Margolis and Ed Richter. Installation of the new fiers will be held at a date to be nounced later.

SPG Names 4-Man Sl

The Screen Publicists Guild elected a new four-man slate to di its activities for the next two ye Nat Weiss, Twentieth Century- chairman; George Nelson, Wa Bros., co-chairman; Henry Stra Columbia Pictures, vice-chairman, Val Coleman, United Artists, se tary.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. S Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vi Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, W ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockef Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-P dent and Treasury; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as s class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies,

PEOPLE

Edward J. McCloskey, formerly in e New Britain, Conn., automotive ld, has been named manager of the anley Warner first-run Embassy The- re, of that city, succeeding **Michael owchan,** who has resigned.

□

Mrs. Louise Bergtold, owner of the 'estby Theatre, Westby, Wisc., is e subject of a "success story" in the Vestby Times," which paid tribute the widow of the original owner r her policy of showing "nothing but st-class, up-to-date pictures."

□

Gertrude Haage, of Imperial Pic- res, Cleveland, formerly with the KO Radio Exchange there, has re- gned to enter the field of matrimony.

□

Robert Edwards has resigned as sistant manager of the Stanley War- r Strand Theatre, Hartford.

□

Frank O'Neill, recently appointed nager of the Delaware Theatre, anley Warner art house in Albany, Y., has resigned to accept a posi- n with an insurance company at nnington, Vt.

□

Clayton Hill, manager of the Studio eatre, Detroit, has been shifted by **illiam Flemion** to managership of e World Art Theatre, succeeding **seph Thomas,** who has resigned to nage **Milton H. London's** Booth eatre. **Hill** will be succeeded at e Studio by **Gary Dale,** formerly s assistant.

ircuit's Business

(*Continued from page* 1)

up 12 per cent over last fall's figures, the opening session at the Adolphus otel.

Jeff Livingston of New York, East- n advertising manager of Universal, ok part in the afternoon forum on oming Product and How to Sell '. As a surprise luncheon feature presented Linda Cristal, starring Universal's "Perfect Furlough," to e delegation, representing over 100 eatres in Texas, Arkansas and Okla- ma.

Other speakers in the afternoon re: Robert K. Bixler and Tom idge, Paramount; Norman Levinson, GM; Douglas Desch, Buena Vista; mes S. Gillespie, 20th Century-Fox; illiam Lewis, Columbia; Sol Sachs, nk Films, and Kevin Genther, Warn- Brothers.

Twenty-year pins were awarded to rs. Evelyn Poag of Del Rio, Tex.; ck Lily, of Commerce, Tex.; and ob Lily of Sulphur Springs, Tex. A thirty-year certificate was award- l to George Spence of Laredo, Tex. Scheduled to talk informally in to- orrow morning's session is Edward owley of New York, chairman of the oard of Rowley United and execu- ve vice president of United Artists heatre Circuit, on imaginative sell- g of product.

Elect Hayes

(*Continued from page* 1)

Daugherty, Leesburg; Ignacio Carbonell, Key West, and Tommy Hyde, Tallahassee.

Sheldon Mandell, Jacksonville, was reelected secretary; B. B. Garner, Lakeland, became treasurer; Lamar Sarra, Jacksonville, was named legislative chairman for the 10th straight year, and Mark Chartrand, Miami, became the Theatre Owners of America representative.

The following resolutions drawn by Sarra were adopted by the group.

Complete support for TOA in its opposition to pay-TV.

Endorsement of existing code requirements in presenting only the finest type of entertainment at Florida theatres.

Coyne Praised

Commendation for Robert W. Coyne for his oustanding service to exhibitors and a decision to join the national industry salute to him on Dec. 11 at the Hotel Astor, New York City.

A memorial on the recent death of George Hoffman, National Screen Service salesman for Florida since 1931.

A salute honoring Col. John Crovo, Jaeksonville, an exhibitor for more than 50 years and dean of all Florida showmen.

A vote of support for TOA's positive plan of action on the Army-Navy motion Pieture situation, a highly important industry problem in Florida, which is dotted with numerous service establishments whose personnel now have priority over civilian theatre-goers in the viewing of new motion pictures.

Concessions Forum Held

Nearly 300 industryites gathered at the Tuesday morning session devoted to concession sales by all types of theatres. Chairman was Joe Lipson, Dixie Drive-in manager, Orlando.

The Coca-Cola Co. was host at a luncheon today in the Roosevelt's ballroom to 300 guests.

Benton Bros., film express, and the Motion Picture Advertising Co. were hosts at an evening cocktail party, followed by a formal dinner, dance and several rounds of professional entertainment which concluded the convention.

NTA's Gross

(*Continued from page* 1)

increase of $3,658,184 in amortization charges ($4,599,801 in 1957 to $8,257,985 in 1958), income before taxes declined from $2,148,031 to $1,614,048.

Net Is $687,048

After provision for Federal income taxes, National Telefilm Associates' net income amounted to $687,048 equal to 63 cents per share on the 1,089,575 shares outstanding at the end of the year. This compares with net earnings of $1,094,031 or $1.07 per share on the 1,017,850 shares outstanding at the end of fiscal 1957.

Many Celebrities Will Attend 'Buccaneer' Bow

Entertainment celebrities, society leaders, government officials, foreign diplomats, business executives and other widely-known persons already have accepted invitations to the gala "black tie" New York premiere of Paramount's "The Buccaneer" at the Capitol Theatre, the evening of December 22. The invitational premiere of the film production supervised by Cecil B. DeMille is planned as a major event of New York's Christmas social season. DeMille will come from Hollywood to attend the opening, and others connected with the making of the film who will be on hand are Henry Wilcoxon, the producer; Anthony Quinn, the director, and Claire Bloom, Charles Boyer and Inger Stevens of the picture's star cast.

Top Executives Will Be There

Motion picture industry executives attending will include Barney Balaban, Adolph Zukor, Spyros P. Skouras, Murray Silverstone, A. Schneider, Paul N. Lazarus, Jr., Leo Jaffe, Arthur B. Krim, Max E. Youngstein, William J. Heineman, Milton R. Rackmil, Adolph Schimel, Stanleigh P. Friedman, Leonard Goldenson.

Michigan Allied

(*Continued from page* 1)

mum of one dollar, which as president Milton H. London of Allied points out, is "virtually meaningless" to most exhibitors. London also suggested that henceforth exhibitors ship advertising material and trailers only with regular film shipments.

Mrs. Gladys Pike, president of Film Truck, has also offered to install plastic frames on delivery trucks to advertise pictures. A method of selecting the film to insure fairness to all exhibitors in the area is planned.

Green Active

(*Continued from page* 1)

close any names and would not say how many will be on the list.

Green was the author of the rejected plan to accomplish Loew's divorcement by spinning off the picture, rather than the theatre company. He was supported by Jerome Newman and Joseph Tomlinson, directors. Whether the latter two are supporting Green's proxy battle has not been disclosed.

NTA Pictures to Hold Annual Sales Meeting

NTA Pictures, the theatrical distribution division of National Telefilm Associates, will hold its second annual sales meeting at NTA headquarters in the Coliseum Tower here, on Dec. 8, 9, 10 and 11, it was announeed by H. H. Greenblatt, the division's general manager.

In addition to discussions of expanding activities of NTA Pictures, plans will be revealed for the forthcoming theatrical distribution of new first run product recently acquired. These features include "A Question Of Adultery," "I Was Monty's Double," and "Ice Cold In Alex."

Divisional Heads Invited

In addition to key executives of the home office staff, those taking part in the four-day sessions will be Joe Gins, sales manager, and the following division managers: Louis Aurelio, Chicago division; Rovy Brannon, Southwestern; Herbert Bregstein, West Coast; Sal Di Gennaro, Eastern; Bob Friedman, Mid-Atlantic; William Garner, Mid-Central; Truman Hendrix, Southwestern; Norman Nielsen, Prairie; and Abbot Swartz, Minneapolis.

Television Today

The Critics Say . . .

As influential as the many nation-wide syndicated TV columnists, are the hundreds of local newspaper critics whose views—though they inevitably reflect regional preference—more often than not have national validity. These reporters, asked to vote again this year in the annual MOTION PICTURE DAILY-FAME poll of television talent and shows, added a variety of comments on their views of the industry. Among them were the following reports.

Philip Cole, Madison Courier, Madison, Ind.: What are we looking for in TV? It seems that's what the networks are programming. The masses want westerns, detective stories, rags-to-riches—all the escapism they can find in a tube that varies in size with the size of its owner's pocketbook. We critics constantly decry the lack of more intelligent use of television, but how many of us watch the good educational, public affairs programs? Though it is expensive, it is this critic's opinion that TV can best serve the viewer by intelligent development of good drama, musicals and the like, and by improving our cultural outlook in the United States.

•

Victor E. Livingston, The Newburgh News, Newburgh, N. Y.: I believe people would watch shows based on authentic historical incidents—from Biblical times to the present. Some shows of this type should obtain ratings higher than many of the present westerns.

•

Raymond Lowery, The News and Observer, Raleigh, N. C.: Television needs more superior drama series, such as "Playhouse 90;" more musical shows (not variety, but musical); more intellectual-type shows, such as "Camera Three;" more news-in-depth; and something other than an almost uninterrupted diet of filmed western, mystery, adventure series during the prime viewing hours. These are TV's greatest needs as seen by the viewers who write to this department. Can the others write? They don't.

•

Walter Saunders, Rocky Mountain News, Denver: It is encouraging to see television becoming a medium where good, old fashioned "small talk" is used. Such shows as "Small World" are both interesting and educational.

•

P. M. Clepper. Dispatch-Pioneer Press, St. Paul: I wish that we could have more live drama shows such as the U. S. Steel Hour—a la Studio One, Goodyear Theater, Kraft Theater, etc., in the good old days; while I think that overall there is more high-class drama provided on television today than a few years ago, mostly it is provided by one-shots such as Show of The Month and Hall of Fame. Playhouse 90 is an outstanding exception to this, because it manages to be very good every week; however, I don't think there's material enough for imitations of Playhouse 90, but there should be a lot of good dramas for hour shows.

I'd also like to see more classical music shows; there's only one production of the NBC Opera scheduled definitely for this season.

•

Helen W. Rogers, The News Tribune, Tacoma, Washington: Mediocrity, rather than originality, is the keynote of the majority of TV plays today. The industry should take a good sharp look at itself and try to cure its ills. Instead of taking a snobbish attitude and automatically turning down the work of writers—unknowns who have no agents—the TV networks should welcome fresh, new ideas. (Incidentally, I never have sent in a script.)

Also, some of the commercials are in terrible taste and need cleaning up with the various "new" soaps (the same ol' soap which has a "new" claim tacked on it every several months) advertised so frequently on TV. The other day I heard one announcer, leading into his commercial, say, "Doctors are men who know medicine." That is what I call sheer brilliance.

And then there are the drainage-system-of-the-human-body commercials. Instead of using the sponsor's product, it would be more sensible to use a plumber's helper.

One Man's TViews

By Pinky Herman

WITH production costs the prime topic along Ulcer Alley, it's nice to hear that over at Kinescope Recording Associates, producer Alex Leftwich has just made a whale of a pilot for about $3,000. and if you don't believe it ask Herb Waldo. . . . Don't miss Gary Wagner's annual holiday party Friday at the Sherry-Netherland Hotel. You meet the nicest people at them. . . . That daily early morning (9:00-10:00) platter-chatter-clatter-spatter WCBSeries featuring Stan Freeman and Richard Hayes is one that is habit-forming. However with the wealth of talent possessed by Stan and Richard seems to this listener that the program could very well be enhanced if they were given an additional hour daily. . . . (Aside to Ted Steele) Years ago starting out as an NBC page boy, you worked hard to draw attention to your talents and then zoom. Lennie Alfano of the NBC(N.Y.) guest relations staff is following your example and has already guestrilled on "The Jack Paar Show," "Johnny Andrews Show" and "Bandstand." . . . From here it appears that the femme star for Carmen Capalbo's forthcoming play with music, "Faster and Faster," which is headed for B'way early next year is Polly Bergen. . . .

☆ ☆ ☆

Ten years ago we had occasion to conduct a radio poll among Gothamites and high up among the top spinners was the name of Paul (Requestfully Yours) Brenner. So it's a pleasure learning that this well-liked WNTA-lented deejay is still regarded by tin pan alley platter-pushers, as a platter hit-maker. . . . Sid Barbet, veepee of Regal Adv. Agency is mourning the loss of his mother Sarah, who passed away last week. . . . Ork Pilot Boyd Raeburn has opened a chic bistro Nassau in the Bahamas called the International Club. The beautiful grounds make for perfect locale for teevee film shooting so watch smart TVISION-aries combine business with pleasure comes time to plan future pix. . . . MGM-TV's "The Thin Man," co-starring Phyllis Kirk and Peter Lawford has been renewed for another NBColgate Friday nite beaming. . . . Chalk up a smash item for Del Courtney's latest Capitol album, "Dancing 'Til Daybreak." Recommended for dancing or listening and easily a MUST for the Nation's Disk Jockeys. . . . With MGM set to release Harry Belafonte's "End of the World" early in 1959, H.B. has just signed to star in "Odds Against Tomorrow," to be filmed in the East under Robert Wise and released by U.A. . . .

Paul Brenner

'Haunted House,' Emergo To Be Seen Here Dec. 11

From THE DAILY Bureau

HOLLYWOOD, Dec. 2.—John Flinn, Allied Artists director of adve tising and publicity, will leave Thu day for New York to finalize pla for the special screening of "T House on Haunted Hill" at whi "Emergo," new exhibition device, w be demonstrated.

The screening will be held for pr and exhibitors on Dec. 11, at t RKO 86th Street Theatre.

Roach to Tape Show From Hollywood Bowl

From THE DAILY Bureau

HOLLYWOOD, Dec. 2—Hal Roa Jr. announced today negotiations ha been completed with the Hollywo Bowl Association whereby Hal Roa Studios will produce on videotape hour "special" of the famed "Pilgri age Play." The yearly religious sp tacle is a Southern California Ins tution and has gained national rec nition since it was first presented years ago.

Will Start Dec. 17

The production, employing a c of several hundred performers us here during its showing last summ begins Dec. 17.

This is the first in a series of h show "specials" to be made by Roa Studios. The entire project will under the supervision of William St ling, Roach executive. Sterling fin ized plans for station KTLA in L Angeles to provide facilities, servic and personnel to videotape the p duction. Installation of extensive vi otape facilities on the Roach lot w not be completed until the middle next year.

Riddell Chief Officer Of ABC Western Div.

James G. Riddell, a member of t board of directors of American Bro casting-Paramount Theatres, Inc., a vice-president of the American Bro casting Co., will become the ch executive officer in charge of the A Western division, with headquart in Hollywood. Announcement w made yesterday by Leonard H. Go enson, president of AB-PT.

Riddell will continue as a mem of the board of AB-PT and as a vi president of the ABC division AB-PT.

Earl Hudson, who has been charge of the company's Western vision since the merger in 1953, w continue under a new five-year c tract, according to Goldenson, and w function as a vice-president of AB Hc will be associated with Riddell an advisory capacity, in addition handling special projects, and as t parent company's representative the board of directors of Disneyla Inc. Riddell will assume his new p in February.

VIEW:

land Fling

nk Film Dist. of Amer.

HARTFORD, Dec. 2.

Our British film-making cousins' mirable predilection for broadly-rical studies of the contemporary, rkaday world is demonstrated anew this Rank presentation, serving up known and respected talents of h personalities as Jeannie Carson, nald Sinden, Roland Carver, Noel cell and Ian Hunter.

Michael Relph directed, working m Monja Danischewsky's light-rted screenplay, and Basil Dearden ctioned as producer. The primary y-line has to do with the anticipat-construction of a rocket base on a note island and the tumult and uting arising out of the islanders' ermination to keep the status-quo. Royal Air Force officer Sinden and rocket experts, those knowledge-e gentlemen with sights on tomor-v and the day after that, encounter ne ingenious islander - created nemes to thwart the rocket base in-llation. Schoolmistress Carson fin-y comes up with the clincher—she es a nesting gull pink, attributing h action to the rocket base at-sphere. The public protest that en-s points the way to the islander's ment of triumph. The island set-g is enhanced via Eastman color. nning time, 94 minutes. General ssification. Release, February, 1959.

A.M.W.

Allied Urges Strong 'White Paper' Effort

(*Continued from page 1*)

Independent Theatre Owners of Ohio, of which he is president also.

Adams reported to the convention on the progress of the "white paper" campaign and urged the delegates to greater efforts in its behalf, particularly in the way of personally contacting their representatives in both houses of Congress in their home territories prior to the return of the solons to Washington at the first of the new year, and by following up with mail petitions thereafter.

Congressional Contact Urged

The ITO of Ohio members at the convention also were urged to seek the support of others in their communities for similar approaches to their Congressional representatives in a vast "grass roots" effort.

"I predict," Adams said, "that when our Representatives and Senators get back to Washington in January they will be literally swamped with petitions for 'white paper' backing."

At the same time, Adams, who is a temporary co-chairman of ACE, reported to the convention on progress being made in the formation of that organization, which is designed to establish a united exhibitor front to deal with problems affecting all of exhibition.

"It should be understood," Adams said, "that in continuing with our 'white paper' campaign, we do not want government intervention in our business, nor legislative control of it. We do want the laws enforced."

Heavy snows and cold throughout the state held down attendance at the first day's session, which began with a luncheon at the Netherland Hilton Hotel, to which the delegates were welcomed by Marshall Fine. A business-building forum occupied the afternoon following Adams' address. Featured speaker at the forum was Ernest Emerling, advertising-publicity director of Loew's Theatres, New York. Louis Wiethe, Fine and others led in the exchange and discussion of ticket-selling ideas.

Truckers Play Host

Ohio film transit companies sponsored the evening's cocktail party, which was followed by the convention banquet and entertainment.

The convention will continue tomorrow with business-building and film buying clinics in the morning, presided over by Fine and Wiethe for conventional theatres, and Jack Armstrong and Sam Schultz for drive-in operators.

The final session tomorrow afternoon will include a concessions discussion led by Dr. Marvin Sandorf, an open forum which will receive and discuss reports from the film clinics, and election of officers and consideration of resolutions.

Picture Quality Sought

The consensus at today's business-bulding sessions was that extra efforts always are productive in bringing extra business to the box office. Even in the current off-season, it was agreed, good pictures, properly sold, can do good business.

'Enemy' Set at Miami

"The Silent Enemy," the John and James Woolf Romulus Film production, which Universal is distributing in the United States, Canada and South America, will start a premiere engagement at the Miami, Carib and Miracle Theatres in Miami on Wednesday, Dec. 10, to be followed by a series of openings along the Atlantic seaboard.

Brando for 'Orpheus'

HOLLYWOOD, Dec. 2.—Marlon Brando will co-star with Anna Magnani in Tennessee Williams' "Orpheus Descending," which Martin Jurow and Richard Shepherd will produce with Pennebaker for United Artists release. Sidney Lumet will direct the film in New York in the spring immediately following completion of Pennebaker's own production, "One-Eyed Jacks."

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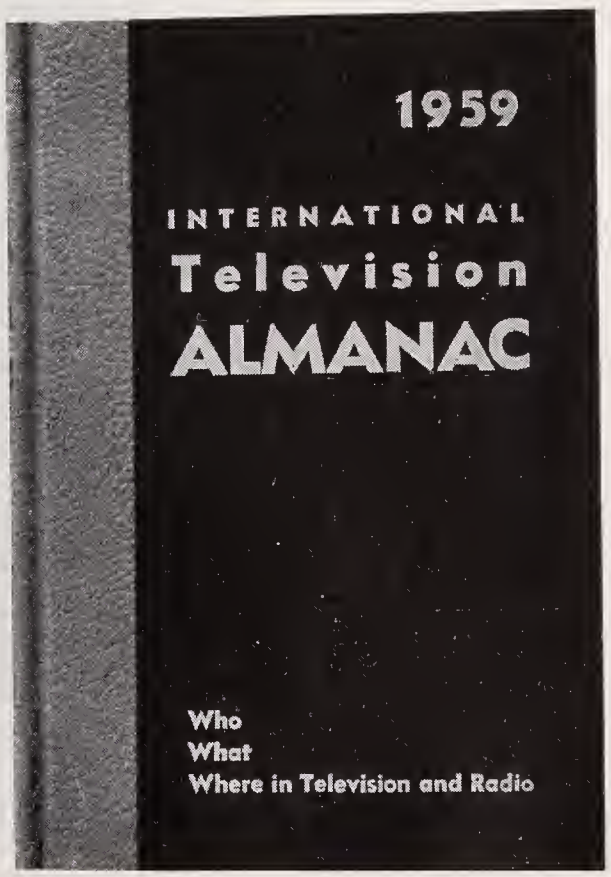
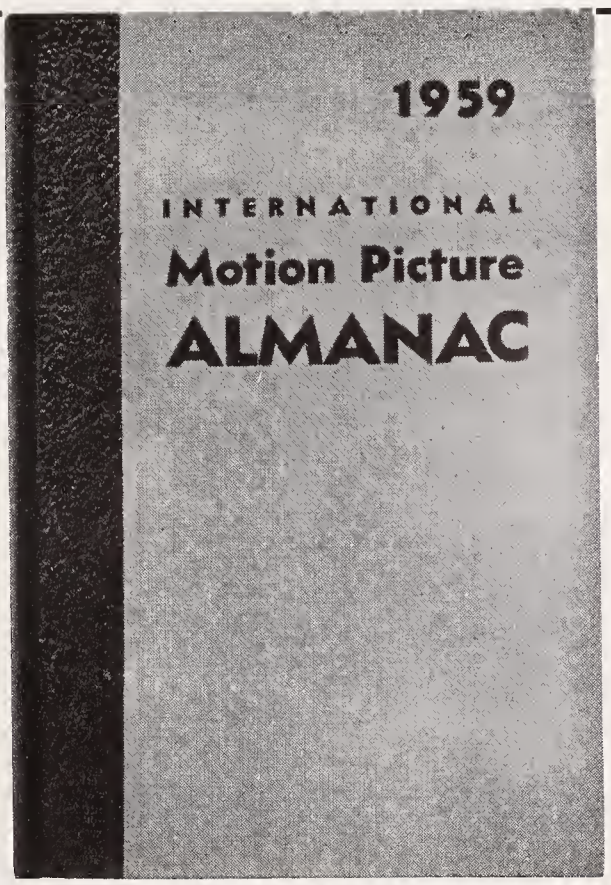
the whole business world of the screen!





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National Pre-Selling

YUL BRYNNER, "The Buccaneer's" energetic star, was interviewed by Pete Martin for the Nov. 22 issue of "The Saturday Evening Post." Brynner is as compelling in print as he is on the screen. He sleeps only four hours each day and spends all his waking hours getting things done.

While playing in the stage version of "The King and I" in Chicago, he took a few courses at nearby Northwestern University.

During a philosophy class at the University a fellow student asked him to explain the terrible compulsion which drives him——a man who has already arrived—into attending a university during his spare time? "What is eating you?" Brynner answered; "only when I am dead and buried will the time come when I would like to have said of me, he has arrived." "If you are stupid enough to think you have arrived before that, you are dead already. From there on, there can be only be stagnation. You're merely animated meat."

•

Gazing off the cover of "Life's" Nov. 25 issue is Kim Novak flanked by a blue-eyed Siamese cat. They both seem intent on bewitching "Life's" readers into seeing "Bell Book and Candle," which is reviewed in the same issue.

Columbia Pictures employed "Life's" photographer Eliot Elisofon as color consultant for the film. Some striking color photos of James Stewart, Kim Novak and Hermione Gingold are used to illustrate this article about junior and senior grade witches.

•

"Houseboat," starring Gary Grant and Sophia Loren, received an upbeat review in the November issue of "Seventeen."

•

"A Night To Remember," as a movie stirringly re-creates the sinking of the great ship "Titanic" reports the "Journal About Town" department appearing in the December issue of "The Ladies Home Journal".

•

"The Nine Lives of Michael Todd" by Art Cohen, an interesting and informative biography of the producer of "Around the World in 80 Days," appeared in the "New York Herald Tribune," in 12 installments.

•

"The Horse's Mouth," the story of dirty Gulley Jimson, an elderly artist with a touch of genius, enacted by Alec Guinness, is breaking box office records at the Paris Theatre in New York.

Jimson takes possession of a vacationing patron's apartment without permission and paints a gigantic, totally unsolicited masterpiece on the living room wall. "Life" in the Nov. 10 issue reproduced the artist's mural on a two-page spread in full color.

•

John Huston's two current films both made in foreign lands received laudatory reviews in the Nov. 25 issue of "Look." "The Roots of Heaven" was filmed in the unrelenting 135-degree heat of Africa's elephant country. "The Barbarian and The Geisha" was shot entirely in Japan with John Wayne as its star.

WALTER HAAS

Krim Presides at Weizmann Dinner

Arthur B. Krim (left), president of United Artists, presided at the 15th annual dinner of the Weizmann Institute for Science at the Waldorf-Astoria last night which raised $350,000 for the research program of the Institute. Highlight of the function was the presentation of a unique 6th Century A.D. map of the Holy Land to Meyer W. Weisgal (center) by Ambassador Abba Eban (right) of Israel. Weisgal is executive council chairman of the American Committee for the Weizmann Institute. Shown during the evening was a UA film, "Profile of a Miracle," which portrays the conquest of Israel's desert by modern science and technology.

S-W Circuit Sets French 'Hulot' in First-Runs

Special to THE DAILY

HARTFORD, Dec. 2. — Stanley Warner has booked another French import into key-city first-runs.

Continental Distributing's "My Uncle, Mr. Hulot," will have its regional premiere, day-and-date, at the Strand, Hartford, and Roger Sherman, New Haven, opening Wednesday. Both theatres have traditionally played Hollywood product almost exclusively in recent years.

Drive-Ins Staying Open

HARTFORD, Dec. 2.—An unprecedented number of Connecticut drive-in theatres are remaining open for the winter; free, electric in-car heaters are provided patrons. Such service is now available at the Meadows, Hartford; Berlin, Berlin; Middletown, Middletown; Candlelite-Pix Twin, Bridgeport; and Norwalk, Norwalk.

Degree to Hoblitzelle

DALLAS, Dec. 2 — Karl Hoblitzelle, president of the Interstate Circuit, received the degree of Doctor of Humanities from Kudos College at a luncheon held in the Adolphus Hotel.

Dallas Wompis Aid in Christmas Projects

Special to THE DAILY

DALLAS, Dec. 2. — The entire membership of the Dallas branch of the Women of the Motion Picture Industry took part in dressing 134 dolls furnished by the Salvation Army for Christmas distribution. This involved 67 women creating the various outfits to order for the wide selection of dolls which the Salvation Army will find homes for on Christmas Day.

Mrs. Blanche Boyle of Frontier Theatres, doll chairman, reported that the members were so proud of their work they exhibited the dolls last week at Index Booking here.

As the holiday season approaches, the WOMPI's will be involved in collecting food for needy Dallas families. Film Row will participate in this with the WOMPI's by bringing canned goods to designated deposit boxes. The WOMPI's will furnish the perishables such as turkeys and meat for the holiday tables.

'tom thumb' Party

KANSAS CITY, Mo., Dec. 2.—A Yuletide celebration for orphan children will be sponsored by Mayor H. Roe Bartle of Kansas City and Loew's Midland Theatre at 9 o'clock Saturday morning, Dec. 13. Called the "Mayor's Christmas Tree Party for Orphan Children," the event will be headlined by the showing of "tom thumb."

'Anna' Big in Chicago

"Anna Lucasta" rolled up a big $39,400 gross for the first week of its premiere engagement at the Oriental Theatre in Chicago, according to United Artists. The film scored the highest first-week gross in two years at the Chicago theatre, UA added.

Name 'Sinbad' Roe; Win Role in Film

Columbia Pictures has set a natio contest—"Name the Roe! Win a Ro —for its "The 7th Voyage of Sinba which it says can be staged in ev city in the United States that ha daily newspaper.

The contest, with the Roe be the two-headed baby bird in the l namation film and the "role" bein part in the forthcoming Columbia p duction, is open only to teen-ag who are between their 13th and 1 birthdays. Rules call for entrants name the Roe and write a 25-w reason for their selection. Local w ners will be awarded prizes and th entries will be submitted to Colum for selection of the national win March 1, 1959, is the deadline local contests.

Newspaper Cooperation Necessa

A local contest may be staged any theatre which can secure the operation of a daily newspaper. many key cities, Columbia will aid setting the contest. The only pr sion is that Hearst papers, which cooperating in the venture, must ceive first consideration in cities which they are published.

Slate 'Windjammer' f Seattle in January

Special to THE DAILY

SEATTLE, Wash., Dec. 2.—"W jammer" will open late in January the Paramount Theatre here, it is nounced by William H. Thedf president of Fox West Coast Th tres and Evergreen Theatres, and ear Nyberg, district manager Evergreen.

Little Change in Seating Plan

The Cinemiracle equipment wil installed without any "dras changes in seating or capacity, it stated.

Book 'Horse's Mouth

Three key regional playdates l been set by United Artists for " Horse's Mouth" to coincide with Christmas holiday season. The ture will open at the Krim The in Detroit on Dec. 18, the Bev Canon Theatre in Los Angeles on 24 and the Peachtree Theatre in lanta on Dec. 25. The film also been announced for the Playh Theatre in Washington Dec. 27. ton and Philadelphia holiday se bookings will be announced by company shortly.

Will Attend 'Inn'

His Excellency Christian Pala Greek Ambassador to the United tions, and Madame Palamas will l an array of prominent UN person who will attend the Dec. 11 be premiere of "The Inn of the Sth Happiness" at the Paramount T tre here. The American debut of Buddy Adler production is b sponsored by the Queen's Fund Greek Orphans.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 84, NO. 107 NEW YORK, U.S.A., THURSDAY, DECEMBER 4, 1958 TEN CENTS

...io ITO Agrees

...all Research ...'Dire Need' ...f Exhibitors

...en As Necessity in ...capturing Lost Patrons

Special to THE DAILY

...INCINNATI, Dec. 3.—Exhibitors ...in dire need of factual information ...r which to tackle their most press... ...problems of recapturing lost thea... ...patrons, information which only ...ough-going research can supply, ...open forum at the final session of ...annual convention of Independent ...atre Owners of Ohio at the Nether... ...l Hilton Hotel here today, con... ...cluded.

...he forum proposed no resolutions ...he convention and the convention ...opted none, because it is believed ... an industry-sponsored research ...ject, among other things, will come ... of the program and activities of ... new American Congress of Ex... ...tors.

...peakers at the forum were agreed

(*Continued on page 3*)

...I and Academy Meet, ...an Joint Industry Aid

From THE DAILY Bureau

...OLLYWOOD, Dec. 3.—Areas of ...re cooperation between the Acad... ... of Motion Picture Arts and Sci... ...s and Variety Clubs International ... explored during a luncheon meet... ... of officials from both organiza...

(*Continued on page 6*)

...empest' Bow Yields ...0,000 for Charity

Special to THE DAILY

...OME, Dec. 3.—Six million lire ...proximately $10,000) was received ... the Italian Red Cross from the ...ld premiere of Paramount's Dino ...aurentiis production of "Tem... ..." at Naples' famed San Car... ...Opera Theatre Monday night. ...mpest," whose U.S. release is set

(*Continued on page 2*)

...EVISION TODAY—page 6

Formation of Britain's New Third Circuit Proceeds Slowly

By PETER BURNUP

LONDON, Dec. 3—Formation of the so-called "Third Circuit" here following the "rationalisation" of the Rank Odeon and Gaumont groups (see MOTION PICTURE DAILY, Nov. 26) proceeds slowly: albeit, not without misgivings and a measure of perturbation in certain of the interested quarters.

As reported earlier, immediate reaction to the John Davis decision virtually to amalgamate the choicer houses in the two Rank circuits was one of the utmost concern not only among independent exhibitors but independent producers also.

Manifest outcome of the decision was that, instead of the hitherto prevailing pattern of three main releasing channels, there would in effect be two only; although, in announcing his decision, Davis claimed that what had loosely become known as the

(*Continued on page 3*)

Memphis Council Asks Film Decree Changes

Special to THE DAILY

MEMPHIS, Dec. 3.—The Better Films Counell of Memphis plans to petition the U.S. Department of Justice to "re-open and modify" the motion picture industry Consent Decrees. The petition, which is being circulated among women's organizations, says "survival of the film industry" depends on modification of the decrees.

Proposals if this kind were discussed at the annual convention of Theatre Owners of America in Miami Beaeh and were also placed on the temporary agenda of the newly formed

(*Continued on page 3*)

Report Better Film Programs for Youth

Special to THE DAILY

COLUMBUS, O., Dec. 3.—Percentage of weekend bills suitable for children here "has increased significantly" since weekly publication of recommended films by the Interfaith Committee for Better Entertainment in Columbus, according to Norman Nadel, "Columbus Citizen" theatre editor.

Several theatres have added special

(*Continued on page 2*)

Paramount Talks Sale Of Its MBC Interest

Paramount Pictures has discussed the sale of its 22 per cent interest in Metropolitan Broadcasting Corp. with unidentified principals who have expressed interest in buying it, Paul Raibourn, Paramount vice-president, confirmed yesterday.

Raibourn indicated Paramount would be willing to make a deal but was emphatic that no agreement has been reached yet.

The offered or asking price was not disclosed. Paramount's holdings in MBC amount to more than 300,000 shares, which at current over-the-

(*Continued on page 2*)

International Communications Set As Theme for SMPTE Meet, Exhibit

The progress of motion picture and television engineers in the furtherance of international communications has been chosen as the theme of the 85th semi-annual convention of the Society of Motion Picture and Television Engineers. The conclave will be held at the Fontainebleau Hotel in Miami next May 4 through 8.

As part of the convention there will be an international equipment exhibit at which professional motion picture and TV equipment manufacturers and distributors from all over the world are being invited to show their latest products.

SMPTE has planned a convention program to include many topics in support of the overall theme of "films and television for international communications." Program chairman for the convention will be Garland C. Misener, Capitol Film Labs, Inc., and assisting him will be C. Henderson Beal of the University of Miami.

Subjects and chairmen for the meeting include audio visual communications, Dr. Sydney W. Head; cinema-

(*Continued on page 6*)

Palmieri Acts

Final Order For Loew's Plan Signed

Four Safeguards Added To Avoid 'Favoritism'

A final order embodying "safeguards" sought by the Department of Justice to avoid favoritism in the licensing of films or in other ways between the new Loew's picture and theatre companies following their divorcement was signed by Federal Judge Edmund L. Palmieri in U. S. District court here yesterday.

Signing of the order gives the court's approval to the divorcement plan championed by Loew's management, headed by Joseph R. Vogel, president, and to the plan for the division of the parent company's assets and liabilities between the new picture and theatre companies to emerge from the plan.

The divorcement is the last of the

(*Continued on page 2*)

Lippert, Zabel Buying Wolff's Coast Circuit

From THE DAILY Bureau

LOS ANGELES, Dec. 3—Robert L. Lippert and Edwin Zabel have become partners in a syndicate acquiring Marco Wolff's Southside Theatre Circuit of 11 houses, with the deal slated for closing Monday. Lippert,

(*Continued on page 3*)

MPA of K.C. Won't Admit TV Men to Membership

Special to THE DAILY

KANSAS CITY, Mo., Dec. 3 — A proposal to admit radio and television personnel into membership in the Motion Picture Association of Kansas City has been turned down by the film organization.

The assoeiation also has elected four new members, Russell Borg, Abbott Sher, Howard Thomas and Harry Gaffney, to the board of Direetors. Eaeh will serve a 5-year term.

PERSONAL MENTION

SPYROS P. SKOURAS, president of 20th Century-Fox, will return to New York over the weekend from Europe.

•

MAX E. YOUNGSTEIN, vice-president of United Artists, will return to New York from London on Saturday via B.O.A.C.

•

JOSEPH B. ROSEN, Universal Pictures regional sales manager, is in Gloversville, N. Y., today from here.

•

ISADOR M. RAPPAPORT, owner of the Town and Hippodrome theatres, Baltimore, returned there recently from Europe and left shortly thereafter for the Coast.

•

RICHARD KAHN, Columbia Pictures exploitation manager, is in Miami from New York.

•

JOAN COLLINS returned to New York from Europe yesterday via B.O.A.C.

•

DORIS KUCHMEISTER, secretary to ROGER LEWIS at United Artists, will leave here at the weekend for a vacation in the Virgin Islands.

Paramount Talks

(*Continued from page* 1)

counter bidding would be worth about $3,700,000.

Paramount has three members on the MBC board of 10—Barney Balaban, Raibourn and Edwin L. Weisl. In addition, Raibourn is treasurer of MBC, and Arthur Israel, Jr., of Paramount is secretary.

MBC has had a sharp upturn in earnings. It reported a net income of $243,460 last year, compared with a loss of $899,593 the previous year when it was known as DuMont Broadcasting Corp. Earnings for the current year have continued to improve over last year.

Other important deals in which Paramount has engaged in discussions recently include the possible purchase of the motion picture division of General Aniline and Film Corp. when its legal status permits, and the reduction of Paramount's 52 per cent interest in Famous Players Canadian by approximately one-half.

'Love' to Hoffberg

"Love in a Hot Climate," in Technicolor and starring Christine Carere, Zsa Zsa Gabor and Daniel Gelin has been acquired for national release by Hoffberg Productions.

Final Loew's Order Signed

(*Continued from page* 1)

five to be accomplished under the Federal consent decrees settling the government anti-trust suits against the industry. Paramount was the first to complete a separation of production-distribution operations from exhibition, having done so in late 1949. It was followed by RKO, 20th Century-Fox and Warners.

The safeguards added to the divorcement plan at the government's instigation were four in number. Other details of the plan were published in MOTION PICTURE DAILY on Nov. 19 and in earlier issues.

The government's first provision is that, without prior approval of the U. S. Attorney General, there shall be no increase in the funded debt of $26,000,000 which was created under the trust indentures of 1945, 1947 and 1953, nor without such approval shall the due date of such funded debt be extended.

'Joint and Several Liability'

Another government safeguard provides that upon a finding by the U. S. District court here, on a petition or motion by the government that the existence of the joint and several liability of the new theatre company and Loew's with respect to their indebtedness has resulted, or is likely to result in unreasonable competition in the exhibition or distribution of motion pictures, such joint and several liability shall be eliminated by each company within six months from the time of such a finding by the court becomes final, making payment thereof to the funded debt holders to the extent of the remaining indemnification of such company to the other company, or in some other appropriate manner.

Another provision specifies that if the Attorney General believes that conditions have changed so as to permit refinancing of the $26,000,000 of funded indebtedness on substantially similar terms as those in effect, he may serve notice on Loew's, Inc., and the new theatre company to that effect.

Refinancing Would Follow

Thereafter, Loew's and the new theatre company shall proceed to effect such refinancing within a period of six months from the date of such notice by the Attorney General, unless the companies shall show to the court and the court finds that they cannot procure refinancing on substantially similar terms, in which event the provisions of the order shall remain in full force and effect.

Loew's may proceed now with all further steps leading to the separation of its theatre company, eventually leading to the issuance of new securities to Loew's shareholders on the basis of one-half share in the new picture company and one-half share in the new theatre company for each share of Loew's, Inc., presently held.

The company also will apply to the Securities and Exchange Commission for registration of new stock certificates; to the N. Y. Stock Exchange for the listing of the new theatre company's securities; to the Federal Communications Commission for authorization to transfer radio station WMGM, New York, from Loew's to the new theatre company, as well as other steps.

Foreign Theatres Included

Highlights of the divorcement plan, as reported earlier, will give the new picture company the Loew's records, music and television interests, in addition to the domestic and foreign production-distribution assets and the foreign theatres.

The new theatre company will receive the U.S. and Canadian theatres, in addition to station WMGM.

The theatre company will be responsible for $5,000,000 of the funded debt after payment of the Jan. 15, 1959, principal and interest installment, leaving approximately $20,000,000 of the funded debt for which the new picture company will be responsible.

The theatre subsidiaries owe to Loew's, Inc. $17,415,000 of obligations evidenced by bonds and advances, and Loew's, Inc. owes $5,000,000 advanced to it by the theatre subsidiaries. Under the plan, these obligations, one to the other, will be forgiven.

Report Better Films

(*Continued from page* 1)

weekend matinees for youngsters, even though the evening bill is adult. The neighborhood Linden had a successful matinee featuring "Merry Andrew" and 20 cartoons. The World and Drexel art theatres, which normally have an adult policy, had special Thanksgiving weekend matinees for Walt Disney's "White Wilderness." The downtown RKO Grand has had good patronage at its children's shows.

Cartoon shows have been held at a number of theatres including the Grandview, Hudson, Russell and Rivoli.

Latest recommended pictures list includes the following for children under 12: "White Wilderness," "Proud Rebel" and "Rock-a-Bye Baby." List for those over 12 ranges from a number of horror pictures to "High Society," "Mardi Gras," "Villa!", "Wings of the Eagles," "Kings Go Forth," "Imitation General," "Sad Sack," "Adventures of Tom Sawyer" and "Tammy and the Bachelor," among others.

Blum Book Records History of Talkies

"A Pictorial History of the Talkies," a 318-page book surveying motion pictures from 1927 to the present through reproduction of stills from outstanding films and occasional text has been published by G. P. Putnam's Sons. Author is Daniel Blum, whose previous books include "Pictorial History of the Silent Screen," and two annual volumes, "Screen World" and "Theatre World."

Like its companion volume on the silent era, the new book contains a vast amount of stills from features made during the period with reproductions ranging from small to some of full-page size. Text is primarily devoted to a summary of each year —from 1930 to 1958—with highlights of industry developments.

Most of the pictures selected for inclusion by Blum are given only one or two stills, but to a few he devotes a full page and sometimes more. Among the latter are "David Copperfield," "A Midsummer Night's Dream" "Camille," "The Great Ziegfeld," "Gone with the Wind," and "The Ten Commandments."

The book is being sold at the special price of $10 until Dec. 25, when it becomes $12.50.

'Tempest' Bow

(*Continued from page* 1)

for Easter, 1959, will open at the Metropolitan Theatre, Naples, on Friday and in Genoa the same day. It will have its Rome premiere at three theatres on Dec. 18, which day also will mark openings in 50 other Italian situations.

"Tempest" was the first motion picture ever to be shown at the century-old San Carlo, where special projection equipment was installed for the world premiere performance.

Muhl Signs Grant

HOLLYWOOD, Dec. 3. — Negotiations were completed today by Universal-International vice-president in charge of production Edward Muhl and Stanley Fox, representing Cary Grant, for Grant to co-star with Tony Curtis in the currently-titled "Operation Petticoat" at U.I. The picture is scheduled to start early in January with Robert Arthur producing and Blake Edwards directing.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Sto... Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vinc... Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Wa... ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in ... principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefe... Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-Pr... dent and Treasury; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a y... as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as seco... class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, ...

JK 3rd Circuit

(*Continued from page* 1)

)x circuit" might well become an ·ctive release channel.

ndependents among both exhibi- ; and producers nevertheless were)rehensive in the extreme about the eome. The former claimed that the v pattern would inevitably result a cutback in product in which m they were wholeheartedly sup- ted by a body of producers who rted that, immediately the Davis t became known, the springs of nce had begun to dry up for them. agitation for the creation of a v Third Circuit arose immediately spontaneously among the lesser ependent theatremen led by John Prendergast of York. The essence he Prendergast plan, it was under-)d, was the setting-up of a central king agency which would in ef- control the date books of the ex- itors concerned.

Drawn from 5 Circuits

t was, as he said, in extension of John Davis outline of the future tern of the industry that Kenneth ckles, joint assistant managing di- or of the Rank Organisation, then moned a press conference to an- nce (although, as many thought, a degree of special pleading) : a "Third Circuit" composed of e than 400 theatres had already en agreed in principle". The thea- in question, Winckles said, would drawn from the Rank Group and n the ABC, Essoldo, Granada and Alexander King circuits. The Rank cutive inferred also that the inter- d parties he mentioned had reed the thing in principle."

ewilderment arose by reason of a tement issued forthwith by D. J.)dlatte, ABC's managing director, he following terms: "Speaking for C, I am bound to make it quite r that far from having agreed thing, we have not even been con- ed regarding the formation of a rd Circuit, and it therefore causes much surprise to find that fifty- e of our theatres are included.

Calls Publication Premature

The formation of a Third Circuit well be of great advantage to industry, but I think it unfortun- to say the least, that this statement ld have been published without r consultation."

ommenting on the Goodlatte state- t, Winckles contented himself saying that the Rank Organisa- was not trying to bind anybody— merely to state plain facts as exist.

rendergast meanwhile continues own campaign. He states that a ting of "interested parties" will be l in London on Dec. 9.

' *Football Reel*

Universal-International will release ting next week a one-reel special be called "Football Highlights of 8" which will be issued in dif- nt editions to coincide with region- nterest in certain teams.

Two N. E. Exhibitor Groups Slate Meet

Special to THE DAILY

BOSTON, Dec. 3—Independent Exhibitors Inc. of New England and the Drive-in Theatres Association of New England are holding an all-day drive-in meeting on Tuesday, Feb. 17, at the Hotel Bradford. The luncheon meeting is open to all drive-in owners and managers in the area.

The committee is headed by Julian Rifkin, general chairman, and Edward Lider, Mel Safner and Henry Gaudet who are now completing final program arrangements. The annual meeting of the Independent Exhibitors Inc. for election of officers will be held one week prior to the drive-in meeting. On Feb. 10, members will convene for the purpose of electing a slate and for the annual reports on the progress of the organization.

Kansas Censors Raise Charges for Service

Special to THE DAILY

KANSAS CITY, Dec. 3.—The Kansas Board of Review, which censors motion pictures to be shown in the state, today notified film distributors in Kansas City of an increase in charges for the service.

The film companies, which have been paying $1.25 for each 1,000 feet, now will be required to pay $1.75 on feature length productions. The Kansas laws provide that the review board can levy a maximum of $2.

The censor group has not raised the charge for short subjects. The increased charges, Miss Hazel E. Runyan, chairman of the review board, said, were due to higher costs of operating the state agency.

Memphis Council

(*Continued from page* 1)

American Congress of Exhibitors. Changes sought in the decrees would include allowing ex-affiliated circuits to produce films with pre-emptive rights for their theatres and also to allow distributors to have showcase theatres for their films, among other issues.

Embassy Pictures Here

Embassy Pictures Corp. of Boston, headed by Joseph E. Levine, has taken quarters at 1270 Sixth Avenue here, to handle the national and international operations of the company. The office will be staffed and ready for operations after Jan. 1. Embassy's home office headquarters remain at Boston.

Manulis Coming East

HOLLYWOOD, Dec. 3. — Martin Manulis, head of television at 20th Century-Fox, will leave over the weekend for New York to confer with president Spyros Skouras and other 20th Century-Fox executives on policy and programming of the telefilm subsidiary.

ITOO Meet

(*Continued from page* 1)

that exhibitors will have to spend money to get the kind of research operation that will provide the answer to who is remaining away from the theatre and why, and what can be done to bring them back.

"We must get the facts and act on the findings," the speakers agreed. "We need research, not more talk."

All of the organization's officers were renamed in the annual election held today. Horace Adams, who is also president of national Allied, remains as head of the local group, and vice-presidents are F. W. Huss, Jr. and Hoy L. Russell. Treasurer is Charles Sugarman and national director, Marshall Fine with Louis Wiethe as alternate national director.

Fog Cancels One Forum

The business-building and film buying clinics which occupied the morning session were conducted by Jack Armstrong and Wiethe in a combined session for both hard-tops and drive-ins. The noontime discussion on concessions had to be cancelled when Dr. Marvin Sandorf, principal speaker, was unable to reach the city because of heavy fog which grounded all planes. The fog also dictated an earlier than planned adjournment of the convention in order that out-of-town delegates could return to their homes by train. Previously, heavy snow had held down the initial attendance.

Formation of the new ACE was widely discussed here and drew wholly favorable reactions from the delegates. Most were of the opinion that all of exhibition's major problems will find a place on its agenda and that it will have united exhibitor action and support in tackling them, as well as industry-wide support on some projects, such as research.

The general convention view was that the prospects for the success of ACE are good and that it holds out promise of considerable help to exhibition.

Lippert and Zabel

(*Continued from page* 1)

confirming the report, stated the deal involves purchase of properties and leases for a price of $2,500,000. The houses include the Hollywood, Paramount, Baldwin Hills, Manchester, Balboa, Pacific, Palisades Bay and Rio, plus five neighborhoods.

Acquisition of the Southside chain indicates future competition for both Pacific drive-ins and Fox West Coast circuit theatres in this area.

Zabel was formerly with Fox West Coast Theatres in the buying and booking department.

MPCC 85% to Goal

HOLLYWOOD, Dec. 3.—The Motion Picture Permanent Charities has raised $1,041,282, to reach 85 per cent of its $1,225,000 1959 campaign objective, chairman James Stewart announced yesterday at the MPCC's third report luncheon.

TENT TALK

Variety Club News

BOSTON—Kenneth Douglas, president of Capitol Theatre Supply, has been elected unanimously as chief barker of New England Tent No. 23 for 1959. His aides will be James Mahoney and Philip L. Lowe. Reuben Landau is dough guy and James Stoneman property master.

The club's executive director, William S. Koster, has made arrangements with the Danny Thomas drive to aid leukemia-stricken children whereby the Variety Club's Jimmy Fund and St. Jude's Hospital will share equally in all monies taken in the New England states during their campaign this month.

△

NEW ORLEANS—George C. Nungesser has been elected chief barker of Variety Club, Tent No. 45. His assistants will be William Holliday and S. A. Wright, Jr. Property master is W. A. Hodges; dough guy is Carl Mabry.

△

TORONTO — Tent No. 28, which sponsors and supports Variety Village, occupational guidance school for handicapped boys, has named Dan Krendel chief barker for 1959, succeeding Nat A. Talor. His assistants will be J. J. Fitzgibbons and Phil Stone. Frank Strean is dough guy, George Heiber property master.

△

CLEVELAND—A gala New Year's Eve Party on Dec. 31, and installation of new officers on Feb. 21 are the two events currently highest on the calendar of Variety Club, Tent No. 6. The first affair is being arranged by Jerry Lipow, assisted by Norman Weitman and Nat Barach. The installation will be held in the ballroom of the Tudor Arms Hotel.

△

ATLANTA—Tent No. 21 has elected Jon B. Farmer as chief barker. W. K. Laird and Frank White are his assistants, Willard R. Kohorn is dough guy and George Kraeger property master.

Diamond Hunts Aiding Columbia's 'Inside'

Columbia Pictures is currently staging a "diamond hunt" in two cities to exploit forthcoming premieres of "The Man Inside," which deals with the chase for a diamond thief. The cities are Boston and San Francisco, and the theatres the Pilgrim and the Paramount, respectively.

One Gem in Each City

In each city a valuable diamond has been hidden and clues to its whereabouts are provided daily over local radio stations. Each day's hint directs the listeners closer to the prize, Columbia says, and by the last day, if the diamond is unfound, the clue will be so plain that the "contestant with the soundest legs should cop the prize."

When it's

time for a change . . .

Pictures are a real "lifesaver" for young parents. Each week millions of them get a needed change of pace by taking in a show. It's the natural thing to do. *And—the better the picture, the more they go, THE BIGGER THE BOX OFFICE.*

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Hollywood 38, Calif.

Television Today

The Critics Say . . .

As influential as the many nation-wide syndicated TV columnists, are the hundreds of local newspaper critics whose views—though they inevitably reflect regional preference—more often than not have national validity. These reporters, asked to vote again this year in the annual MOTION PICTURE DAILY-FAME poll of television talent and shows, added a variety of comments on their views of the industry. Among them were the following reports.

Don E. Thornton, St. Joseph News-Press, St. Joseph, Mo.: As before, when TV found a good thing they stuck with it to the bitter end, thus too many Western TV shows this season. A few are good, most of the new Westerns are not worth watching. Only relief this season is the many good spectaculars which have been shown and which are promised for the remainder of the season. Detective shows such as "Ellery Queen" and "77 Sunset Strip" are welcome additions to the Western-laden TV schedules this year. More educational shows such as the Bell Telephone Science Series and the Lowell Thomas travel shows, should be scheduled on TV as they are both interesting and educational to both adults and children. Altogether a good year, but not as good as it could and should be.

•

Jesse R. Chapman, The Roanoke Times, Roanoke, Va.: Television grew up this season in only one way—its programming of special shows. They are more numerous and better, with few exception. Almost each week is brightened by a special program to spark an otherwise lack-luster schedule. This, to me, is the most promising move made recently, possibly opening a trend of well-planned, well-rehearsed specials such as the Fred Astaire show, for one outstanding example.

•

Dixon Gayer, The Daily News, Garden Grove, Cal.: Too much emphasis on "bigness"—tremendous production to foist weak shows onto the public. Tremendous popularity of "little" shows like Oscar Levant, Tom Duggan (locally), Jack Paar, Mike Wallace (nationally), shows that a large segment of the population wants to see people they like, easy-going, unpretentious shows. There is room for the "big" DuPont, Playhouse 90, Perry Como shows—if they're good, but "quality" there is the keyword—not just "bigness." But, on the other hand, "Man of the Hour" (with no production), Paar (ditto), Levant show that the public also looks upon TV as a visitor in the home, is delighted to welcome a personable individual and his friends in for a stimulating evening chat.

TV may kill itself off with high cost, when quality doesn't necessarily mean high finance.

•

Brainard W. Platt, Journal Herald, Dayton, Ohio: With only a few exceptions, the programs worth watching narrow down to some of the speeials. The produeers for the most part are becoming creatures of habit, great imitators laeking in originality, enthusiasm and taste. It is hard to find a real new show of note or to think of fresh talent given a ehance to go places.

•

J. Don Schlaerth, Buffalo Courier-Express, Buffalo, N. Y.: Too much emphasis on *formula TV*-daytime quiz, westerns, adventure series-trend toward escape from realism with emphasis on routine, "B" quality scripts. Many specials like "DuPont Show of the Month," "Fred Astaire show" "High Adventure with Lowell Thomas" are fine—"Voice of Firestone," is trying to bridge a gap between the worthwhile and the mediocre. Let's take "mass media formula TV" and give it more quality. Capt. Kangaroo does it for kids.

•

Robert J. Carrier, Middletown Journal, Middletown, Ohio: It seems to me that television is influenced too much by trends. We've had a quiz trend, now a western trend and a comedy trend developing for the future. I wonder, are networks afraid to buck the trends? Must everyone follow the frontrunners like sheep? Perhaps a good product will find a viewers market regardless of trends or ratings. I wish more sponsors would gamble to find out.

•

Earl J. Dias, The Standard-Times, New Bedford, Mass.: TV is badly in need of new ideas and new formats. There are not enough live drama shows on TV channels, comedy is tired and weak, westerns are too numerous. Serious music is woefully neglected. In addition, there is too much emphasis on ratings.

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Westerns Will Retain Supremacy As Entertainment, Says Gruber

By SAMUEL D. BERNS

HOLLYWOOD, Dec. 2—Westerns will continue to be the number one choice over all other kinds of stories for entertainment fare, in the opinion of Frank Gruber, prolific writer of outdoor dramas.

Gruber, proud of an attested sales report showing a grand total of well over 55,000,000 hard and paperback book sales of his stories around the world, which does not include serializations in newspapers and magazines, referred to westerns as the backbone of television programming.

Supporting his statement in an interview, the heir-apparent to the saddle-throne once occupied by the late Zane Grey, offered as the basic reason in comparison with any other type of stories: the issues are clearer. The hero triumphs, and the villain is punished. The problems of today are lost in westerns. The development of the West is much more colorful and exciting than any other country has experienced, he averred.

Gunfighter 'Law Unto Himself'

"The gunfighter is depicted as a rugged individualist, fighting his own battles. The gunfighter was a law unto himself in the development of the West, whereas other countries were developed under forced labor or monarchies," Gruber continued.

The 54-year-young Gruber, with 54 screenplays and nearly 100 teleplays to his credit, appears destined to devote his immediate future to television. He created the "Tales of Wells Fargo" and "The Texan" for the home viewers, sold "Quiet Man" to Don Fedderson for a film series, and is now partnered with Nat Holt in the production of two more Western series, "Shotgun Smith" and "Yankee Bligh," which will be tossed into the TV orbit for sponsorship.

Would Give Writer Free Rein

Gruber, complaining that some producers re-write too much and beat their stories to death, believes in letting the writer do the writing, once you have shown enough confidence by hiring him.

"Any competent writer's first draft is generally a shooting script that's ready, and there's no reason to send it to sponsors for judging or re-writes. This would be the same as some shoemaker handing me a piece of leather and asking me to turn it into a pair of shoes. Everyone to his last," Gruber concluded.

SMPTE Mee

(*Continued from page 1*)

tography; Dr. John Storr; high-spe and instrumentation photograph Lincoln L. Endelman, assisted by C ver M. Powers; laboratory practi Harold Jones; multilingual films, M G. Kosarin; sound recording and production, Boyce Nemec; standa and standardization, Philip M. Cowe

Also, studio lighting and practic George H. Gill; TV broadcast a international facilities, Glenn H. D sey; TV film techniques, Peter Kee TV recording, John L. Koushou projection, Willy Borberg.

VCI and Academy

(*Continued from page 1*)

tions yesterday at the Beverly H Hotel. Primary purpose of meeti hosted by VCI, was to look ahead areas in which the two organizati could work together in the pro tion of the motion picture indu and increasing public interest in m frequent film-going.

George Eby, international c barker of VCI, reported that altho no specific plans were discussed yesterday's meeting, both the Aca my and VCI will appoint commit to work out definite points of mu interest and participation.

At the same meeting, which mar the first time the two organizat had ever met together, Academy p ident George Stevens was invitec appear at the VCI convention in Vegas next spring.

Representing VCI at meeting v Eby; John H. Harris, founder international big boss; Robert O'Donnell, international ringma George C. Hoover, executive di tor; Ezra Stern, international do guy; Lloyd Ownbey, chief barker Southern California, and Gene M phy, international representative Las Vegas.

Academy representatives were vens; vice-president Valentine Da Fred Metzler, treasurer; Bill Hend and Perry Lieber, representative the public relations branch on board of governors; Margaret rick, executive director, and Brown, assistant executive directo

RTES to Discuss Fil Future in TV Prod.

"The Future of Film in Televi Production" will be discussed b panel of five experts at the R workshop luncheon at the H Roosevelt today. John Mitchell, v president of Screen Gems, will be featured speaker.

The panel examination will bo against a background of the pro threatened AFTRA strike and pi ing jurisdictional dispute betwe SAG and AFTRA over video pe Mitchell will discuss contempo economic advantages of produeing distributing film. Ramifications of subject will be explored including technical side, motion picture in try involvement, and the network use of film.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 84, NO. 108 NEW YORK, U.S.A., FRIDAY, DECEMBER 5, 1958 TEN CENTS

Streamlined'

W Optimistic n Future f Theatres

eport Net Profit of 2,333,100 for Year

Although theatre admission reve- e dropped during the fiscal year led Aug. 30, 1958, the Stanley arner circuit lieves that e liminat- g those uses which ve lost their ofit potential "streamlined" cuit of well ated and at- ctive theatres n be very ofitable.

S. H. Fabian

The circuit's nual report ows a con- idated net profit for the year of $2,-

(*Continued on page* 3)

oodman Will Serve as /B Sales Drive Head

Bernard Goodman, Warner Bros. es vice-president, will serve as cap- n of the company's first world-wide es drive honoring president Jack L. arner, it was announced by drive -sponsors Benj. Kalmenson, execu- e vice-president; Charles Boasberg, neral sales manager, and Wolfe

(*Continued on page* 4)

ew Albany Area Unit o Aid Rogers Hospital

Special to THE DAILY

ALBANY, N. Y., Dec. 4—Organi- tion of a younger group, in the Al- ny exchange territory, to further the use of the Will Rogers Memorial ospital at Saranac Lake, is planned, cording to Alan V. Iselin, president Tri-City Drive-in Theatres.

Iselin and Duncan Mounsey, general

(*Continued on page* 4)

TELEVISION TODAY—page 4

Stanley-Warner Stockholders to Vote On Reelecting Three Officers Jan. 8

Stanley Warner Corp. stockholders at their annual meeting in Wilmington, Del., on Jan. 8 will vote on the reelection of Simon H. Fabian, president; Samuel Rosen, executive vice-president, and Nathaniel Lapkin, first vice-president, to new two-year terms as members of the board of directors.

The meeting also will act on the modification of certain provisions of the agreement between S-W and Fabian Enterprises under which the latter is compensated for services given to S-W by Fabian and Rosen.

The modifications of the agreement became effective Sept. 1, 1957, after the agreement was extended for two fiscal years to Aug. 26, 1961. Under the agreement S-W pays $156,000 annually to Fabian Enterprises for the Fabian-Rosen services, plus percentages on annual consolidated net profits in excess of the first $2,500,000, with a ceiling of $344,000 of such payments above the basic $156,000.

S-W stockholders have been advised that the agreement would not be changed to increase the remuneration

(*Continued on page* 3)

Seeks Order for Loew's Stockholders List

An order, returnable on Monday, was obtained in N. Y. Supreme Court yesterday by counsel for Louis A. Green, dissident Loew's director, requiring officers of Loew's, Inc., to show cause why a list of the company's stockholders should not be made available to Green.

Green had asked for the list and had been refused, the company taking the position that it would not be in its best interests and those of the stockholders to comply. The list would be a requisite if Green were to begin solicitation of proxies.

Green has threatened a proxy fight

(*Continued on page* 6)

M.A. Lightman Dies Suddenly

Special to THE DAILY

MEMPHIS, Dec. 4.—M. A. Lightman, Sr., president of Malco Theatres of this city, died suddenly of a heart attack today in Detroit. He was 67.

M. A. Lightman

An expert contract bridge player, Lightman was in Detroit participating in a bridge tournament.

Widely known throughout the industry for the many years he devoted to exhibitor organization activities, as well as for the importance of his theatre operations, Lightman

(*Continued on page* 2)

AA to Produce 'Circus' On Multi-Million Budget

From THE DAILY Bureau

HOLLYWOOD, Dec. 4.—Plans to produce "The Big Circus" on a multi-million dollar budget, as the "biggest and most lavish film ever made under the Allied Artists banner" were announced jointly today by Steve Broidy, AA president, and producer Ir-

(*Continued on page* 2)

MGM Studios and Continental Oil Co. Sign As Partners in Exploratory Drilling for Oil

From THE DAILY Bureau

HOLLYWOOD, Dec. 4.—MGM Studios and Continental Oil Co. have entered into a leasing arrangement for exploratory oil drilling on the studio property in Culver City, it was announced here today by Joseph R. Vogel, president of Loew's Inc., and Olen Lane, vice-president of Continental Oil. MGM will be a partner with Continental in the project.

Immediate application will be made to the City Council of Culver City to obtain the necessary drilling permits.

Ad-Pub Group

Adopt System To Identify 'Approved' Ads

Plan Individual Attention To Publication Complaints

A system of identifying advertising material approved by the Motion Picture Association's Advertising Code Administration and giving individual attention to complaints from publications concerning offending advertising matter was approved yesterday by the MPA advertising-publicity directors committee.

Gordon White, MPA Advertising Code administrator, told the committee that each complaint is now being given special, individual attention and, in some cases, personal follow-ups and a meeting with publishers and editors are arranged.

An insignia and a statement cer-

(*Continued on page* 4)

MPA to Keep Registry Of Industry Ad-Pub Men

A proposal to establish in the Motion Picture Association public relations department a registry of available exploitation field men, publicity and advertising personnel who have long experience in the industry and are not now permanently employed was approved yesterday by the MPA advertising and publicity directors at its regular monthly meeting.

The committee feels the service,

(*Continued on page* 4)

Todd-AO Prologue Made For 'Pacific' Showings

Louis de Rochemont Associates have completed a new short feature, "The March of Todd-AO," which will be shown in the U.S. and overseas as a prologue to the roadshow engagements of "South Pacific" in Todd-AO. George Skouras, president of Magna Theatre Corp., said yesterday prints will be delivered in time for Christmas showings.

The picture will be in three parts,

(*Continued on page* 3)

PERSONAL MENTION

CHARLES EINFELD, 20th Century-Fox vice-president, has returned to New York from the Coast.

•

DAVID LIPTON, Universal Pictures vice-president, left here yesterday for Hollywood.

•

JOSEPH WOLF, vice-president of Embassy Pictures, Boston, became a grandfather again when his daughter, MRS. BARBARA ROLE, gave birth to a daughter at Framingham (Mass.) Union Hospital.

•

JEFF LIVINGSTON, Universal Pictures Eastern advertising manager, has returned to New York from Dallas.

•

KENNETH MORE will return to London from New York today via B.O.A.C.

•

GEORGE GLASS and WALTER SELTZER, Pennebaker executive producers, will arrive in New York over the weekend from the Coast.

•

ROSALIND RUSSELL will leave New York on Dec. 15 for Hollywood.

•

CHARLES TUCKER, British talent agent, will return to England from New York today via B.O.A.C.

•

ERNEST WARREN, of the Paramount Theatre, Needham, Mass., became a grandfather for the third time when his daughter, MRS. ROBERT NELSON, gave birth to a son in Lisbon, Portugal.

Five Started on Coast, 2 Finished, 26 in Work

From THE DAILY Bureau

HOLLYWOOD, Dec. 4.—With the start of five pictures in production this week and the completion of two films, production took an upward glide, making a total of 26 pictures in production.

Started were: "Ask Any Girl," Euterpe Prod., MetroColor (Metro-Goldwyn-Mayer); "One-Eyed Jacks," Pennebaker Productions, VistaVision, Color (Paramount); "The Snow Birch," CinemaScope and DeLuxe Color (20th Century-Fox); "The Sad Horse," Associated Producers, CinemaScope and Color (20th Century-Fox); "Cast a Long Shadow," Mirisch-Murphy Prod. (United Artists).

Completed were: "Dangerous Charter," Dangerous Charter Co., Panavision, Technicolor (Independent); "For the First Time," Corona Films, Technirama (Metro-Goldwyn-Mayer).

Union News Company to Operate RKO Theatres' Concession Stands Under New Five-Year Contract

The Union News Company, wholly owned division of the American News Company, will operate the refreshment stands and vending stations of 67 RKO Theatres throughout the country. Announcement of a long-term agreement was made jointly yesterday by RKO and American News.

Terms call for a five-year deal, effective Jan. 1. In addition plans are underway to expand and modernize the concessions, according to Henry Garfinkle, president of American News.

Although American News, through its subsidiary, owns and/or operates diversified facilities throughout the U.S., the affiliation with RKO marks its entry into the theatre concession business. The company has expanded operations to more than 400 dining facilities in 32 states and also operates some 1300 newsstands, gift stores, book and tobacco shops.

The RKO concessions were formerly operated by ABC Vending Corp.

Lightman Dies

(*Continued from page* 1)

served as president of the old Motion Picture Theatre Owners of America for five terms during the 1930s, and was a past president of MPTO of Arkansas, Tennessee and Mississippi. He was active in numerous other industry organizations, in the Memphis Little Theatre and in many civic and charitable organizations.

Funeral Services Today

Funeral services will be held for the deceased tomorrow at 2:30 P.M. at the National Funeral Home here. The body was flown from Detroit yesterday in a chartered plane. Burial will be in Temple Israel Cemetery.

Lightman leaves his wife, two sons, M. A. Lightman, Jr., and Richard Lightman, both associated with him in the Malco organization; a daughter, Mrs. Jean Levy, Memphis; and two sisters, Mrs. A. W. Nussbaum and Mrs. Herman Lubin, Houston, Texas, and nine grandchildren.

The Malco, Crosstown, Linden Circle, Memphian, Princess and five drive-ins, constituting Malco's Memphis operations, were closed today and will remain closed until after the funeral tomorrow.

Lightman had been in good health and had attended the organizing meeting of the new American Congress of Exhibitors in New York on Nov. 14, and just prior to that the annual convention of Theatre Owners of America, of which he was a vice-president, at Miami Beach.

Native of Nashville

Lightman was born in Nashville, Tenn., Aug. 5, 1891, and was educated at Vanderbilt and Cornell University. He was a civil engineer before transferring to theatre business. He started with a 300-seat house in Sheffield, Ala., in 1925, and later operated the Criterion Film Co. in Atlanta. He expanded his theatre operations throughout Tennessee, Mississippi and Arkansas, and the circuit became affiliated with Paramount. When Paramount was reorganized after 77-B proceedings, Lightman reacquired the interest from Paramount. The circuit numbers more than 50 theatres today.

He was a member of the Motion Picture Pioneers, one of the founders of Memphis Variety Club Tent No. 20, and was its chief barker for its first seven years. He was on the board of directors of the Memphis unit of the Infantile Paralysis Foundation, the Crippled Adults Hospital, the Tuberculosis Society, and headed a YMCA drive to build a hospital for the Methodist Episcopal Church (Negro). He was president of the Variety Home for Convalescent Children, and served on the Memphis War Chest.

Lightman was president of the Memphis Little Theatre and took part in a number of its productions as well as providing it with a playhouse. He was a vice-president of the American Contract Bridge League and of the Tennesssee Bridge League. He played a bit part in the 1947 Film Classics production, "The Spirit of West Point."

N. J. Allied's Annual Beefsteak Dinner Set

The annual beefsteak dinner and get-together of Allied Theatre Owners of New Jersey will be held at the Ritz Restaurant, Passaic, N. J., on the evening of Dec. 18, Sidney Stern, president, announced yesterday.

Stern promises an evening of good fellowship exclusively, unmarred by speeches or frills. He also reminds that it will be the slowest week of the year in show business, so a large attendance is expected. Early reservations were suggested.

UA Gets 'N.Y.' Film

"N.Y., N.Y." an impressionistic 15-minute color film about a "Day in New York" which won the Bronze Medal at the World Film Festival in Brussels, has been acquired by United Artists for world-wide distribution. Picture was made by Francis Thompson.

AA to Produce

(*Continued from page* 1)

win Allen. The project, which has been in preparation for two years will go before the cameras Jan. 5.

Broidy said the film is the first in a series of million dollar plus pictures which AA will announce over the next two months.

Six stars have been signed for "The Big Circus"—Victor Mature, Red Buttons, Rhonda Fleming, Gilbert Roland, Kathy Grant, and Peter Lorre. The cast is to number in the thousands and will include 20 "vignette" stars, yet to be cast. In addition producer Allen has combed circuses throughout the world for the acts to appear in his picture. His selections will be announced next week.

Suit Seeks to Halt 'Hulot' Distribution

G.B.D. International Relcasing Corp. and NBC Flamingo Film Sales Inc., are defendants in an injunction action by which they must show cause in N. Y. Supreme Court why they should not be enjoined from exhibiting or licensing the film, "Mr. Hulot's Holiday." The suit was filed yesterday by Discina and Cady Films, which obtained a show cause order from Supreme Court Justice George Tilzer.

The suit charges that GBD breached its contract by failing to supply monthly statements and that even after notice of termination of contract by plaintiffs GBD have been licensing the film to theatres. Plaintiffs claim they had right to cancel contract on 15 days notice.

Wilcoxon Touring

Henry Wilcoxon, producer of Paramount's "The Buccaneer," will spend the next two weeks promoting the picture in 12 major cities, including New Orleans, where its world premiere will be held on Dec. 11.

Inger Stevens, one of the several stars of "The Buccaneer," currently is on a 15-city promotional tour.

Wilcoxon today is in Buffalo, and will return to New York tomorrow preparatory to visiting Washington on Monday, Chicago on Tuesday, Atlanta on Wednesday and New Orleans next Thursday.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
"AUNTIE MAME" Starring
ROSALIND RUSSELL
FORREST TUCKER • CORAL BROWNE • FRED CLARK
In TECHNIRAMA® and TECHNICOLOR®
A WARNER BROS. PICTURE
and THE MUSIC HALL'S GREAT CHRISTMAS STAGE SHOW

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasury; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c

PEOPLE

Lem Jones, who from 1944 until 56 occupied the position of execue assistant to Spyros P. Skouras, sident of 20th Century-Fox, and ier posts in the Fox organization, s opened his own public relations ices here at 562 Fifth Ave. Most reitly, he had been associated with Market Relations Network.

□

Adam Mlinarik, for many years Colbia Pictures head shipper in Alny, N. Y., has been reelected presit of Local F-43, IATSE.

□

Paul Levi, formerly publicity ditor for American Theatres Corp., ston, has opened his own advertisand public relations office in that . He will continue to handle the C account.

□

Alfred J. Marchetti, veteran booker Film row of Albany, N. Y., has tched from Columbia Pictures to rner Brothers.

□

Tom Coleman, Jr., is the new own- of the Midway Drive-in Theatre, niston, Ala., having acquired it from W. Fulwider.

□

Frances Hopkins has resigned as retary of Bailey Theatres, Atlanta, l has been succeeded by **Elaine dsoe.**

□

John "Bud" Robinson, Jr., has taken r the Washington Shores Drive-in eatre, Orlando, Fla., from **Harold Graw,** of Cambridge, Md.

CA Duo Does $89,000

The DCA science-fiction combina-n, "The Monster from Green Hell" l "Half Human," grossed $89,000 46 theatres forming the new "third uit" in the metropolitan area, DCA disclosed. The film opened at atres in the Skouras, Prudential, ndforce, Brandt, Cinema and Island uits which previously played all duct on a "sub-run" basis.

At the same time DCA announced econd program has been scheduled the Christmas holidays, "The wling Eye" and "The Cosmic Mons." It is expected that at least 60 atres will participate in the secl booking.

ydney R. Traub Dies

BALTIMORE, Dec. 4. — Funeral vices were held here today for Syd- R. Traub, former chairman of the ryland State Board of Motion Pice Censors. Traub died Tuesday at age of 64 when he suffered a heart ack at his home. During his six-r tenure as state motion picture sor, he used to declare that he cut nes from films in the name of decy and morality, but he occasion- provoked the wrath of theatre nagers.

SW Is Optimistic on Future of Theatres

(*Continued from page* 1)

333,100 after deducting all operating charges including $5,450,000 for depreciation and amortization of properties, patents and good will, $2,396,200 for amortization of the cost of Cinerama films, $250,000 for foreign income taxes and $1,250,000 representing the portion of losses from unusual property dispositions equivalent to the Federal income taxes which would have been payable except for such losses. The net profit is equivalent to $1.15 per share on the common stock outstanding Aug. 30.

Previous Net Was $3,767,800

The 1958 net profit compares with a net of $3,767,800 for the year ended Aug. 30, 1957.

S. H. Fabian, Stanley Warner president, attributed the drop in attendance revenue to "old movies shown free on TV and the lack of a steady flow of motion pictures having box office appeal." During the year 19 theatre properties owned in fee were sold, leases on six theatres were cancelled, leases in two others which expired were not renewed and two properties were razed for building sites.

Praises Forthcoming Product

On the brighter side Fabian said, "Motion pictures to be released by producers for the coming months include many attractions of superior quality, which, in our opinion, are sure to appeal to . . . the movie going public." Looking forward to a "streamlined" circuit "not hampered by unprofitable properties," Fabian said, "The vast theatre audience is ever present, waiting to see movies of its choice."

The company will continue its policy of installing new multiple use sound projection equipment in key theatres, the report said, "to enable us to exhibit motion pictures regardless of the technical process in which the pictures are released."

Although Fabian reported a lessening of popularity for the fourth Cinerama production "Search for Paradise" in this country, he said that a profitable life for it in foreign countries is anticipated. Cinerama exhibition expansion in foreign countries is continuing, he said.

"Sound steady progress" was made during the year by the International Latex division, Fabian reported, adding that the company's policy of diversification had been so successful that other companies having growth and profit possibilities were being sought.

Stresses Financial Stability

Stanley Warner is in a strong financial position, the report showed. Cash on hand Aug. 30, 1958, was $15,332,-100, which exceeded all current liabilities. Current assets, including cash, amounted to $41,493,700, equivalent to 2.7 times current liabilities. Working capital was $26,366,400, an increase of $5,220,300 as compared with one year ago.

In December 1958 the company will prepay the three quarterly installments due on its long term bank loan in February, May and August 1959 aggregating $2,244,400. No further installment payments will be due until November 1959.

SW 'Holders

(*Continued from page* 1)

payable to Fabian Enterprises without stockholder approval. The S-W proxy statement notes that under certain conditions an increase in the percentage compensation might result from one of the amendments to the agreement and, therefore, the modification will not be effective unless a majority of the stockholders approve it at the Jan. 8 meeting.

The proxy statement discloses that Fabian and Rosen, through Fabian Enterprises, hold 373,406 shares of S-W, or approximately 18.4 per cent of the shares outstanding, and that Lapkin holds 7,750 shares.

The compensation of principal officers for the past fiscal year was given as, $225,605 to Fabian and Rosen under the agreement with Fabian Enterprises; $126,900 to Lapkin; $90,850 to Harry M. Kalmine, vice-president and general manager; and $50,050 to M. A. Silver, zone manager.

To Honor Greek Author

The American premiere of Jules Dassin's "He Who Must Die" at the Beekman Theatre here on Dec. 15 will be held in conjunction with a tribute to the late Nikos Kazantzakis, author of the novel, "The Greek Passion," upon which the film is based. Sponsors of the event include His Excellency, the Foreign Minister of Greece, Evangelos Averoff-Tositsas, Frank Kassler, president of Kassler Films, Inc., and M. Lincoln Schuster, president of Simon and Schuster, publishers.

Six More Join TOA

D. M. Peterson, of the State Theatre Co., Brookings, S. D., has enrolled six of his South Dakota theatres in Theatre Owners of America, TOA announced here yesterday. The theatres are the State, College and Sioux Drive-in, Brookings, and the State, Grand and Sioux Drive-in, Pierre.

Todd-AO Prologue

(*Continued from page* 1)

with the first showing activities of the Sixth Fleet in the Near East. The second episode will show scenes from the Brussels Fair and the third plans and preparations for the coronation of Pope John XXIII, including shots of the Pope when he was still Cardinal Roncolli, and the coronation itself.

Television Today

S.G. to Use Film Over Tape for Present Time

John Mitchell, vice-president of Screen Gems, said yesterday his company would continue to use film for the time being, or at least until video tape equipment attained world wide distribution. He was one of a panel of five executives who addressed a luncheon workshop meeting of the Radio-Television Executives Socicty, at the Hotel Roosevelt.

Economy Emphasized

Economic, quality and versatility advantages of film production were stressed by other panel speakers, inclusive of William Van Praag, Van Praag Productions, who represented the Film Producers Association; Edward Stifle, Eastman Kodak motion picture film department manager; Joseph Dougherty, representing DuPont Photo Products; Clay Adams, director of film production of CBS-TV, New York, and Sidney Berry, RTES workshop chairman, who presided.

Praised by Adams

Adams cited several reasons why CBS-TV would continue to use film in shooting the Phil Silvers show in New York, and Stifle declared that the great advances in technique in film quality production make its use even more advantageous than before. Van Praag said that in the rush to the use of video tape which is now taking place the many advantages of film, including its location value and versatility, have been overlooked.

To Build Station

JACKSONVILLE, Fla., Dec. 4.—Glenn Marshall, Jr., president of WJXT, operated by the Washington Post Broadcasting Division, announced that construction will begin in January on a $750,000 building to house the local station.

Griffith Como Guest

Andy Griffith, voted one of the Top Ten Stars of Tomorrow in this year's Motion Picture Herald-Fame poll will be a guest star on the Perry Como NBC network show Saturday, Dec. 6.

You know when you want to know with

MOTION PICTURE ALMANAC *and* TELEVISION ALMANAC

on your desk . . .

Each $5—In combination $8.50 Postpaid

QUIGLEY PUBLICATIONS

1270 Sixth Avenue, New York 20, N.Y.

NBC 25-Yr. Club of N.Y. Welcomes 37 Members

Robert W. Sarnoff, chairman of the board of the National Broadcasting Co., welcomed 37 new members to NBC's 25-Year Club of New York at a luncheon in their honor yesterday at the Waldorf-Astoria Hotel. This year's group of new members is the largest since the club was started in 1951.

Presentation by Kintner

Robert E. Kintner, president of NBC, presented watches and certificates to the new members, and B. Lowell Jacobsen, vice-president, personnel, was master of ceremonies.

Entertainment at the luncheon was provided by comedian Tom Poston of "The Steve Allen Show" and singer Betty Johnson, who is seen frequently on the "Jack Paar Show."

'Music Bingo' to Debut Over ABC-TV Monday

"Music Bingo," a studio audience participation program designed to challenge a contestant's musical knowledge and game skill, debuts on the ABC-TV Network (Monday through Friday, 2-2:30 P.M.), it was announced by Giraud Chester, vice-president in charge of TV daytime programming.

Johnny Gilbert in Charge

Johnny Gilbert will be master of ceremonies for the new program. Under his guidance, two contestants will race to complete a horizontal, vertical or diagonal line of blocks in a 25-block square.

AWRT Party Slated

The New York chapter of American Women in Radio and Television will mark their fifth annual Christmas party for the city's needy children at Gracie Mansion on Thursday, with Mayor and Mrs. Wagner as their host and hostess. Gifts from the 450 chapter members will be presented to Miss Ruth Chaskell of the Service to Families and Children Organization, a division of the New York Welfare Department. The gifts will then be distributed to the children on Christmas morning.

Gruenberg Appointed

Leonard S. Gruenberg has been elected vice-president of Gross-Krasne-Sillerman, Inc., it was announced by Michael M. Sillerman, GKS president. Gruenberg was formerly with RKO Radio Pictures, where he started as a salesman and then became, through various promotions, New York Metropolitan division manager. He was also responsible for liaison with outside producers and acquisition of independently-produced feature films.

'Approved' Ads

(*Continued from page* 1)

tifying that all materials in approved press books conform to industry Advertising Code standards will be affixed to member companies' press books at a date to be decided in the near future. Phraseology of the statement and design of the insignia have not been finally approved but are expected to be within the next week.

Thereafter, in the instance of complaints from newspapers or other sources concerning film or theatre advertising, the personal attention policy will quickly fix the responsibility for offending material. It will be readily determined whether, in the first instance, the material complained of was part of an approved press book and, secondly, whether it had been altered prior to publication.

Best of Several Suggestions

This procedure was decided upon in preference to earlier suggestions that seals of approval be issued for advertisers' use because of the possibility that press book material would be altered but the seal of approval employed nonetheless.

The procedure agreed upon is expected to clarify definitely what is Code-approved ad material and what is not.

The corrective action was taken in response to increasingly frequent criticisms of some film and theatre advertising in widely separated sections of the country in recent months, together with suggestions from some newspapers that ads be submitted for censorship in advance.

The advertising-publicity directors committee of which Charles Simonelli is chairman, also heard a report from Sid Blumenstock, coordinator of MPA promotional and publicity activities for the 1959 Academy Awards telecast, on the development of the promotional program for the telecast.

OKayed by Academy Board

A promotional budget for the purchase of station breaks and the preparation of special TV trailers and radio spots has been approved by the Academy Board. Blumenstock indicated that the Academy and the studio publicity directors committee are giving their wholehearted support and cooperation to the special promotional activities planned in conjunction with the 1959 telecast.

MPA to Keep Register

(*Continued from page* 1)

which will start immediately, will be of assistance to the major distributors when it becomes necessary for them to expand advertising and publicity activities in order to service important independent releases and top-budgeted features.

'Bank' Set for 75

Twentieth Century-Fox's "A Nice Little Bank That Should Be Robbed," will open in more than 75 neighborhood theatres in the metropolitan area next Thursday.

Variety Week Cooperation Approved by MPA Group

The MPA advertising and publicit directors committee yesterday unani mously approved the request of Vari ety International that it cooperate i connection with Variety Week Jar 12-18.

Special recognition of this event wi be supported in advertising and b stars on personal appearance tours.

Goodman Heac

(*Continued from page* 1)

Cohen, Warner Bros. Internationa president.

The "Welcome Back, Jack" drive saluting the company's chief on his re turn from Europe, will take place fror Dec. 28, to April 4, 1959.

Serving as drive lieutenants will b W. O. Williamson, Ed Williamson Ralph Iannuzzi, Fred Greenberg, Has kell M. Masters, B. Greenberg an Grover Livingston of the domesti sales organization, with Karl Macdor ald, Arthur Abeles, J. E. Dagal an J. S. Hummel of the foreign sales de partment.

Drive and publicity committees als have been formed. Their members in clude Goodman, Ed Hinchy, Meye M. Hutner, Sam S. Keller, Charle Cohen, Robert A. McGuire, Williar W. Brumberg, Jules Lapidus, Larr Leshansky, Gilbert Golden, Bill Her dricks, Richard Lederer, Thoma O'Sullivan, John Moraio, Carl Schae fer and Macdonald. The latter fou are of the international organizatior

A kit of special advertising-public ity-exploitation materials will be sup plied to all branch offices throughou the world. Included will be a variet of printed matter, banners, one-sheet 40 by 60 displays, brochures and a assortment of still photographs.

New Albany Unit

(*Continued from page* 1)

manager of Schine-owned statio WPTR, will head the area mobiliza tion. Similar organization will be ur dertaken in exchange districts through out the country, and was started sev eral years ago in New York City.

A meeting will probably take plac here within a week or 10 days. Iseli explained that he had attended tw sessions at the Friars in New Yor where Tom Rodgers, of Trans-Lu Theatres, son of the late W. F. Rodg ers, long MGM general sales manage presided.

Others active in the effort there in clude: Burton, Al and Norman Rob bins, Richard Brandt, Arthur Rosc and Buck Freedman.

The group, tentatively known a "the Second Stringers," supplemer the activities of present industry ex ecutives in raising money for the hos pital. Although comprising younge men, the group has set no age limit for eligibility to membership or pa ticipation.

The Albany area unit probably wi number 10, Iselin stated.

U-I's Nineteen Kick Off Major Schedule for 1959

Universal-International has already blueprinted 19 important film productions featuring outstanding box office stars for release during the 1958-1959 lling season which started Nov. 1 and will conclude Oct. 31, 1959, with ldditional pictures expected to be set, according to Henry H. Martin, general les manager.

Among the 19 pictures already set are some of the costliest negatives ever oduced by U-I including the multi-million dollar co-production with Vinge, "This Earth Is Mine" and "Imitation of Life" which are already completed; e $5,000,000 co-production with Bryna of Howard Fast's "Spartacus" which ill roll in early January; the co-production with Arwyn Productions "Pillow alk," also set to roll in January; as well as the Cary Grant production "Operation etticoat," and "Viva Gringo" scheduled to follow "Spartacus" as a Bryna -production.

Placed in release in November were "Blood of the Vampire" and "Monster the Campus." Being released during December are "The Restless Years" nd "Appointment With A Shadow."

Launching Universal's big 1959 productions will be "The Perfect Furlough," e new CinemaScope and Eastman Color film production starring Tony urtis, Janet Leigh, Linda Cristal, Keenan Wynn and Elaine Stritch. Also heduled for January are "The Silent Enemy," based on the exploits of ommander Crabb, renowned British frogman of World War II and starring aurence Harvey, Dawn Addams, John Clements and Michael Craig as well the Eastman Color and CinemaScope production, "Money, Women and uns" starring Jock Mahoney, Kim Hunter, Tim Hovey and Gene Evans.

"A Stranger in My Arms," with an all-star cast headed by June Allyson, ff Chandler, Sandra Dee, Charles Coburn, Mary Astor and Conrad Nagel nd based on the popular romantic best-seller "And Ride A Tiger" by Robert Vilder, author of "Written on the Wind," is scheduled for February. "No ame on the Bullet," the new Audie Murphy Eastman Color and Cinemaope outdoor drama which co-stars Joan Evans and Charles Drake is also heduled for February release.

Scheduled for March are "Never Steal Anything Small," the multi-million ollar Eastman Color and CinemaScope production based on the play by

(continued on page 6)

THE PERFECT FURLOUGH

Janet Leigh and Tony Curtis in a scene from the comedy riot.

IMITATION OF LIFE

John Gavin and Lana Turner in the Fannie Hurst classic.

PARTACUS starring Kirk Douglas

Charles Laughton

THIS EARTH IS MINE

Jean Simmons, Rock Hudson and Claude Rains.

Sir Laurence Olivier

Peter Ustinov

PILLOW TALK starring Rock Hudson

Doris Day

Big Campaigns For U-I Films

Long-range advertising and publicity campaigns are already underway or will soon start on the 19 pictures scheduled by Universal-International for the current selling season.

Typical is that which was designed for "The Perfect Furlough." By the time this film begins its first key-city engagements from coast to coast in mid-January, U-I will have delivered a comprehensive campaign designed to achieve a maximum of local penetration. Word-of-mouth is one of the strongest facets of this program.

All Media Scheduled

All types of media—national and fan magazines, wire services and syndicates, television and radio, and the press—will have been used to pinpoint the appeal of the service comedy.

The picture has been set in several hundred New Year's Eve engagements throughout the country.

Another important part of the campaign has been a series of appearances in New York by Linda Cristal, one of the picture's stars. Starting around Jan. 1 she will make a key city tour to aid in openings.

Meanwhile virtually every important fan magazine and national magazine will be covering "The Perfect Furlough" in the weeks ahead. Several top network TV shows are plugging the film as a result of special promotions including NBC's "County Fair" and the Art Linkletter "House Party" shows.

Drive for 'Imitation of Life'

Another long-range promotional campaign is underway on "Imitation of Life." With the picture scheduled for an Easter launching, director Douglas Sirk has already started press activity which he will continue during a four-month trip to Europe, returning to participate in the final weeks of the campaign. Sandra Dee, the new teenage star, is scheduled for national tour as are a number of other players. Ross Hunter, producer, will also participate in the publicity and promotion campaign.

"This Earth Is Mine," the U-I Vintage Production in Technicolor and CinemaScope starring Rock Hudson, Jean Simmons, Dorothy McGuire and Claude Rains and the first of U-I's co-productions—this one with Henry King, Casey Robinson and Claude Heilman, is getting one of the most comprehensive advance campaigns ever accorded a U-I picture. Some 60 national magazine, fan magazine, wire service, syndicate and press representatives visited the Napa Valley, California, shooting location of the picture and the results will be felt in the coming months as their special stories and picture layouts start breaking.

Washington's Birthday Plans

Scheduled for Washington's Birthday release, "Never Steal Anything Small," the Eastman Color and CinemaScope production starring James Cagney and Shirley Jones, is also receiving an extensive national promotional campaign as is "A Stranger in My Arms," the CinemaScope drama starring June Allyson, Jeff Chandler, Sandra Dee, Conrad Nagel, Mary Astor and Charles Coburn.

The overall advertising and promotion campaign for the $5 million Bryna production, "Spartacus," which starts to roll around the first of January, starring Kirk Douglas, Laurence Olivier, Charles Laughton and Peter Ustinov, has been blue-printed on a level to exceed the best yet from U-I and to match the greatest the industry has seen.

Same Policy for All

The same long range approach of publicity and advertising plans is being developed for a number of other top productions scheduled for '59 from U-I. "Pillow Talk," co-starring Rock Hudson and Doris Day, which goes into production the first week in January, will be the subject of an aggressive selling campaign from the first day of shooting to the first public showing scheduled almost a year later. "Operation Pettieoat," with an all-star cast headed by Gary Grant and Tony Curtis, will get the same U-I showmanship treatment being planned for these new record budget pictures for the coming year, as will "Viva Gringo," co-starring Rock Hudson and Kirk Douglas.

UI's Major Schedule

(Continued from Page 5)

Maxwell Anderson and Rouben Mamoulian with songs by Allie Wrubel and Anderson and starring James Cagney and Shirley Jones. Also "Step Down to Terror" starring Colleen Miller, Charles Drake and Rod Taylor.

For Easter release will be "Imitation of Life" the Eastman Color film production based on the Fannie Hurst classic and starring Lana Turner, John Gavin, Sandra Dee, Susan Kohner, Robert Alda and Dan O'Herlihy.

Releases for the balance of the year which have already been set and blue-printed include "The Wild and the Innocent" in CinemaScope and Eastman Color starring Audie Murphy, Joanne Dru, Gilbert Roland and Sandra Dee; the new Hammer Films Ltd. production of the classic "The Phantom of the Opera" in Color; "Operation Petticoat," co-starring Cary Grant and Tony Curtis and the co-productions "This Earth is Mine," U-I—Vintage in Technicolor and CinemaScope starring Rock Hudson, Jean Simmons, Dorothy McGuire and Claude Rains; "Pillow Talk," the U-I—Arwyn production co-starring Rock Hudson and Doris Day; the U-I—Bryna production "Spartacus" starring Kirk Douglas, Laurence Olivier, Charles Laughton and Peter Ustinov and the second U-I—Bryna production "Viva Gringo" starring Kirk Douglas and Rock Hudson.

OPERATION PETTICOAT starring Cary Grant Tony Curtis

Seeks Order

(*Continued from page* 1)

at Loew's annual meeting of stockholders in February after having led an unsuccessful effort to accomplish the Loew's divorcement by spinning off the picture instead of the theatre company. The management advocated plan to divorce theatre operations was approved by Loew's board of directors, stockholders and the Federal court.

'tom thumb' Preview

M-G-M will hold an early Christmas party here Saturday morning at Loew's Sheridan Theatre at which over 2500 children and adults will attend an invitational preview of "tom thumb." The picture is M-G-M's Christmas attraction in New York and throughout the country.

Special 'Geisha' Party

Children of the "Herald-Tribune's" Fresh Air Fund will attend a special preview showing of Jerry Lewis in "The Geisha Boy" at the Mayfair Theatre on Saturday morning, Dec. 13. Arrangements for the Christmas holiday affair were made jointly by the Fund, Paramount Pictures, and the theatre. The picture starts a regular engagement at the Mayfair on Dec. 17.

Theatre, Supermarke Offer Discount Plan

Special to THE DAILY

BOSTON, Dec. 4.—A theatre c count plan tieing in the Saxon Th tre here, where "South Pacific" now in its eighth month, and the S and Shop Supermarkets, with 70 sto in the metropolitan area, has b consummated by Sam Richmond, g eral manager of the Sack Theatres cuit, and Harry Shain and Tom M ray of the promotion department the Stop and Shop chain.

From today through Dec. 24 trons of the Stop and Shop stores v have purchased groceries worth or more may collect a discount tic from the store's cashier. This tic and 90 cents more entitles the pat to buy any seat in the Saxon The for a matinee or evening performan with the sole exception of Satur evenings, when the discount plan not in effect.

Aided by Full-Page Ads

Shain and Murray are running page ads in the local papers annou ing the four-week plan with all tails fully explained to the pub Each of the 70 supermarkets is be decorated with material and s from the film.

The Stop and Shop company is sorbing the difference between the cents and the boxoffice price of ticket ($1.50 for matinees and $2 for evenings) so that the theatre is ing nothing. It is understood that Stop and Shop officials consider deal a good public relations gest comparing the "top drawer" qua of the film "South Pacific" with quality of their merchandise.

Austrians Produced 2 In 1957; Would Expe

From THE DAILY Bureau

WASHINGTON, Dec. 4.—Austr film producers turned out 29 feat films last year, the Commerce Dep ment reported. Film chief Nathan Golden said this is about the sa number as in 1956. Three of the were produced jointly with W German and Swiss firms.

Golden said the Austrian indu is trying to develop new markets or its productions, setting up a spe company, UniAustria, to promote exports.

Hecht to New York

HOLLYWOOD, Dec. 4.—Ha Hecht, president of Hecht-Hill-L caster, left here tonight by plane New York to meet with United Art executives on the release of "Sepa Tables" and to discuss forthcom product.

SDIG Forum Dec. 13

A forum on the "Screen Dire and Video Tape Recording. Pres and Future," will be held at Filmw Studios, 206 E. 95th St., New Y on Dec. 13, the Screen Directors ternational Guild announced.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 84, NO. 109 NEW YORK, U.S.A., MONDAY, DECEMBER 8, 1958 TEN CENTS

orried

eek Means to p Attendance t Conventions

hibitor Lethargy Grows; nd No Easy Explanations

he drop in attendance at exhibi- organization conventions, both na- al and regional, over the past two s is of grave concern to exhibitor lers and to the organizations them- es.

or a time it was believed that the ressed state of theatre business in y localities explained the progres- decline in attendance at exhibitor ventions. Further studies showed, ever, that while the expenses of

(*Continued on page 4*)

roe Heads Para. ropean Adv.-Pub.

harles P. (Jerry) Juroe has been inted Paramount International ns, Inc., director of advertising publicity for tinental Eu- e, a newly ted post, it announced e at the ekend by es E. Per- s, president Paramount ernational. e appoint- t is effec- immediate- Juroe will e his head- rters in Paris, France.

Charles P. Juroe

or the past year and a half, Juroe

(*Continued on page 4*)

st Dais Guests at uncheon for Coyne

eading figures from all segments the motion picture industry will on the dais at the testimonial lun- on to Robert W. Coyne, COMPO eial counsel, at the Hotel Astor on rsday.

mong the dais guests will be Bar-

(*Continued on page 5*)

Exhibitors Win Removal of Local Tax In Six Pa. Cities; Plan to Extend Drive

Special to THE DAILY

SCRANTON, Pa., Dec. 7—Local amusement taxes in six Pennsylvania cities have been eliminated recently as the result of concerted exhibitor action. The drives to remove the levies were spearheaded by executives of the Comerford Theatre Circuit who coordinated their activities with Penn Paramount in cities where both chains operate. The exhibitors now plan to carry the fight to other cities in the area.

Efforts of the exhibitors were timed to coincide with the preparation by civic bodies of new yearly budgets and re-enactment of the taxing ordinance in those communities imposing a local amusement tax. In some cities in the area the tax is split, with 5 per cent going to the school board and 5 per cent going to the city.

In the latter situation, due to legal

(*Continued on page 2*)

Loew's Claims Stock List Was Offered to Green

A spokesman for Loew's stated on Friday that the management of the company had given Louis A. Green, dissident director, permisson on Nov. 26 to make abstracts of the list of Loew's stockholders in full accordance with the provisions of the law.

The spokesman said it was obvious, therefore, that the show cause order which Green had served on Loew's last Thursday, ostensibly to win access to a list, was unwarranted.

Loew's has now notified Green it expects him to withdraw the show cause order which is returnable in N. Y. Supreme Court here today.

Recounting the sequence of events,

(*Continued on page 4*)

Members Appointed for MPA Education Group

Appointment of seven "educational consultants" on entertainment films was announced at the weekend by Margaret G. Twyman, director of the community relations department of the Motion Picture Association. The group will be responsible for selection of current films which can be recommended to elementary and high school teachers as source material for classes in history, literature, social studies, art and the humanities.

The consultant group will super-

(*Continued on page 4*)

Rackmil Optimistic at U-I European Meeting

Special to THE DAILY

PARIS, Dec. 7—Universal International's present and future production and distribution policy will insure the company's progress on a highly profitable basis, Milton R. Rackmil, president, said here at the weekend at the company's European sales conference.

Milton Rackmil

Rackmil pointed to the just-announced casting of Cary Grant with Tony Curtis in "Operation Petticoat," of Doris Day

(*Continued on page 5*)

Legion of Decency Gives High Recommendation To 20th-Fox's 'Inn of the Sixth Happiness'

The National Legion of Decency announced that it had placed the 20th Century-Fox production, "Inn of The Sixth Happiness," in its "A1" classification (Morally unobjectionable for general patronage).

"This film's dramatic, artistic and entertainment values are superior," the Legion said, "and its moving story of the heroic spirit and tremendous courage of the missionary, portrayed in the picture, will be a rewarding experience for all who see it.

"Because this film is an inspiring production of such extraordinary merit the Legion highly recommends it to the Catholic patronage of the entire family."

Thursday, Friday

Meet This Week To Give ACE Permanence

Policy and Financing on Agenda of 2 Committees

Two meetings will be held here this week to effect the organization of the American Congress of Exhibitors as a permanent body and set up its policy and program, S. H. Fabian, ACE temporary chairman, announced at the weekend.

On Thursday the executive committee will hold an all-day meeting at the Astor Hotel starting at 10 A.M. at which six reports on exhibition problems, one by each of the committees, will be presented with recommendations for the national set-up and financing of ACE.

On the following day the commit-

(*Continued on page 4*)

Adams Clarifies Allied's 'White Paper'-ACE Stand

There shoud be no confusion over Allied States' uninterrupted backing of its so-called "white paper" campaign while actively supporting the new American Congress of Exhibitors, Horace Adams, Allied president, said at the weekend.

Adams, who arrived in New York from Cleveland yesterday, had been told that reports of his speech at the

(*Continued on page 4*)

Rank Playdate Drive To Honor Foster Blake

Rank Film Distributors of America, Inc., is launching a playdate drive honoring its general sales manager Foster M. Blake, it has been announced by Kenneth N. Hargreaves, president.

"The Welcome Foster Blake Playdate Drive," the first drive in the company's history, will be conducted on a regional basis under the captaincy of Gordon

(*Continued on page 5*)

TELEVISION TODAY—page 5

PERSONAL MENTION

MILTON R. RACKMIL, president of Universal Pictures, is scheduled to arrive in Hollywood from Paris today via the Polar route flight.

•

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, accompanied by BERNARD LEVY and AL SICIGNANO, is in Buffalo from New York.

•

ADOLPH SCHIMEL, Universal vice-president and general counsel, was scheduled to return to New York from London by plane over the weekend.

•

SHELDON GUNZBERG, advertising-publicity director of Continental Distributing, Inc., has returned to New York from New Haven and Hartford.

•

JESSE CHINICH, Buena Vista Western division manager, will return to New York today from Chicago and St. Louis.

•

F. J. A. MCCARTHY, Universal assistant general sales manager, is scheduled to return to his office today following a recent illness.

•

WILLIAM CASTLE, Allied Artists producer-director, has arrived in New York from Holllywood.

•

JOHN GOTTUSE, assistant at Fabian's Palace Theatre, Albany, N. Y., is returning to duty there following hospitalization.

•

WILLIAM MACQUITTY, Rank Organization producer, will return to New York today from Hollywood.

•

DON WEIS, director of theatrical and TV films, has arrived in New York from the Coast.

•

MORRIS CLASS, producer, and ABE SETLER, director, of Troy Films, Ltd., London, arrived in New York from England on Saturday via B.O.A.C.

Memphis Theatres Close In Respect to Lightman

Special to THE DAILY

MEMPHIS, Dec. 7—All downtown Memphis theatres were closed until 5 P.M. Friday, in respect to M. A. Lightman Sr., president of Malco Theatres, Inc. Funeral services for Lightman, who died Thursday at Detroit, were held at 2:30 P.M. today at Temple Israel with Rabbi James A. Wax officiating. Burial was in Temple Israel Cemetery. All Malco theatres were closed Thursday.

R. W. Dowling Head Of America-Israel Fete

Robert W. Dowling, Broadway theatre owner and producer, has accepted the post of co-chairman of the annual dinner-concert of the America-Israel Culture Foundation to take place Monday, Feb. 2. Announcement was made at the weekend by Robert S. Benjamin, chairman of the event and Samuel Rubin, president of the Foundation, who also made public a partial list of prominent figures sponsoring the affair.

The annual dinner-concert of the Foundation traditionally honors an outstanding figure of international stature. Subscriptions are $125 each and go towards furthering the Foundations' program of fostering cultural development in Israel and promoting cultural interchange between that nation and this country.

Sponsors from Many Fields

Among the sponsors announced by Benjamin, who is chairman of the board of United Artists, are Hon. Herbert H. Lehman, Henry R. Luce, Ogden R. Reid, Rudolf G. Sonneborn, Arthur B. Krim, UA president, and vice chairman of the dinner-concert; Moss Hart, Jules Styne, Leonard Lyons, Betty Comden, Henry Fonda, Congressman Emanuel Celler, Hon. Abe Stark, president of the New York City Council, and Mrs. Henry Ittleson, also serving as vice chairman.

Honorary chairmen of the event are S. Hurok, Frederic R. Mann, honorary chairman of the board of the Foundation; Spyros Skouras and William Mazer.

Five Associate Chairmen

Serving as associate chairmen are: Joseph Durst, George Greenspan, Donald A. Henderson, Harry C. Oppenheimer and Adolf C. Robison.

Vice chairmen of the dinner-concert are: Ulric Bell, Benjamin Cooper, Leon L. Gildesgame, Herbert Katzman, Herman Robbins, Harry J. Rubenstein, Leonard Wurzel, Paul Wyler and Max E. Youngstein.

'Separate Tables' Ads Off Amusement Pages

United Artists is launching a series of full page off the amusement section ads heralding key-city playdates of its release of "Separate Tables." The first ad appeared Friday on the back page of the "New York Herald Tribune" directing attention to the dual premiere of the Hecht-Hill-Lancaster production at the Astor and Normandie Theatres on Dec. 18. A similar ad is scheduled to appear in "The New York Times."

UA will follow the same pattern by taking full page ads in leading newspapers in the Chicago, Los Angeles and Washington, D. C.

Six Pa. Cities

(*Continued from page* 1)

problems, the exhibitors aimed at having the city remove their portion of the tax as of Jan. 1, 1959, and having the school board take measures now to eliminate the balance at the end of the normal fiscal school year on June 30, 1959.

Results to date in this area are as follows: Carlisle, Sunbury, and Bloomsburg have removed the entire amusement tax as of Jan. 1, 1959. In Hazleton and Williamsport 5 per cent will be removed Jan. 1 and the remaining 5 per cent on June 30. In Plymouth the tax has been removed except for 1½ per cent which remains until June 30.

Compo Statistics Cited

In representing their case to the city boards the exhibitors found helpful the figures supplied by the Council of Motion Picture Organizations. It was pointed out to the taxing bodies that the "attrition" of the discriminatory tax was rapidly losing the city more theatres than the national average. Strong emphasis was placed on the fact that the boards were taxing their community out of theatres and "soon out of collecting any tax at all."

No Reciprocity Involved In Czech Deal for Films

The deal made by M.J.P. Enterprises, Inc., with the Czechoslovakian government to deliver ten American films for showing there involves no reciprocity arrangements and includes a guarantee that the pictures will be shown in leading first - run theatres. This was made known at the weekend by J. Jay Frankel, president of M.J.P., which negotiated the contract with Czechoslovak Filmexport, agency of that government.

"Heretofore, the few American films purchased and released in Czechoslovakia were shown in fourth rate theatres and consequently accomplished very little in establishing American prestige, Frankel pointed out.

Payment of $125,000 Required

M.J.P. is the representative for Warner Brother, Paramount and RKO on sales to Eastern bloc countries. As previously reported, the contract for ten American films calls for payment of $125,000 in U.S. dollars before the end of the year.

Films already selected under the Czech contract are "East of Eden," "Moby Dick," "The Old Man and the Sea" and "War and Peace." Six others are to be determined later.

In addition to the Czech deal, M.J.P. is now concluding negotiations with Poland, Rumania, Hungary and East Germany, Frankel said. These are expected to be finalized also before the end of the year and, when completed would bring the dollars from sale to Iron Curtain countries "well over the million dollar mark."

Frankel said M.J.P. is also "in position to close a similar six-figure deal for Russian purchase of American films as soon as the green light is received from U.S. Department of State."

Additional clauses in the contractual agreements call for strict approval and supervision by an M.J.P. representative of any editing, dubbing, subtitling, etc., done on the sold film. The representative would be an attache of the American Embassy.

All films purchased by the Iron Curtain countries are shipped only after approval by the U.S. Department of State.

Arthur Krim, UA Head Weds Swiss Scientist

Dr. Mathilde Danon, daughter of Dr. and Mrs. Eugene Galland of Geneva, Switzerland, was married yesterday to Arthur B. Krim, president of United Artists, at the Park Avenue

Mr. and Mrs. Arthur B. Krim

Synagogue. Rabbi Judah Nadich officiated.

The bride's sister, Mme. Michelin Bettex of Berne, Switzerland, was matron of honor. Robert S. Benjamin, UA board chairman, was Krim's best man.

Mrs. Krim is a graduate of the University of Geneva, where she received her doctorate in biological science. She is a member of the scientific staff of the Weizmann Institute of Rehovoth, Israel. The couple will honeymoon in Switzerland and Israel.

'Doctor' to Trans-Lux

George Bernard Shaw's "The Doctor's Dilemma," staring Leslie Caron and Dirk Bogarde, will have its world premiere at the Trans-Lux 52nd Street Theatre here Dec. 17. Film is a M-G-M release.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Ston Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vince Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Was ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in th principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefell Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-Pres dent and Treasury; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a yea as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as secon class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10

COMMAND PERFORMANCE!..

87 to 1

It's not by chance that the
Prize Baby outperforms
every other hoopla medium.
Trailers command healthy
grosses, delivering top
performances EVERYTIME!

87 ADMISSIONS FOR THE PRICE OF ONE!*

*Sindlinger & Co., in its latest survey, reports that a trailer showing to 200 people will motivate 87 of these people to return and see the picture advertised. The cost of the trailer? . . . Just one ticket of admission. A ratio of 87 to 1.

NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

PEOPLE

David A. Thomas, who joined Radio Corp. of America last year as manager of industrial business development, has been elected vice-president and general manager of the Industrial Automation division, recently formed for the development and production of automation equipment for a variety of commercial uses.

□

Harry A. Schmidt, manager of the St. Louis store of Eastman Kodak Stores, has been named manager of Eastman Kodak Stores, Inc., in Dallas. **Ross A. Tunnell, Jr.**, assistant to the manager of Kodak Stores in Los Angeles, has succeeded Schmidt as manager of the St. Louis unit.

□

Daniel J. Lewis, film buyer for Cooperative Theatres of Michigan, has resigned. He will announce his future plans shortly.

Members Appointed

(*Continued from page* 1)

vise the preparation of study guides for selected films. These guides are included in the "Green Sheet," semimonthly publication prepared under the direction of the MPA community relations department.

The educational consultants will work in this program directly with Mrs. Twyman and Mrs. Marie Hamilton, Film Estimates director on the community relations department staff and John Braslin of Teaching Film Custodians.

Local Colleges Represented

Members are: Dr. J. Darrell Barnard, chairman of the Department of Science and Mathematics Education, New York University; Dr. Hall Bartlett, director of Citizen Education Project, Associate in Research, Teachers College of Columbia University; Dr. Manson Van B. Jennings, professor of history, Teachers College of Columbia University, and chairman of the Audio-Visual Committee of the National Council for the Social Studies; Dr. Joseph Mersand, head of English Department at Jamaica New York High School, and president of the National Council of Teachers of English; Paul Myers, staff, Theatre Collection, New York Public Library; Dr. Floride Moore, head of Department of Home and Family Life, Teachers College of Columbia University; and Dr. Lilla Belle Pitts, professor Emeritus, Teachers College of Columbia University, past president of Music Educators National Conference.

Juroe Heads

(*Continued from page* 1)

was in charge of European advertising and publicity for Cecil B. DeMille's production of "The Ten Commandments." Previously, for six years, he was stationed at the Paramount Studio in Hollywood as supervisor of radio-television promotion.

Seek Means to Up Convention Attendance

(*Continued from page* 1)

travel and costs of remaining in a convention city for two days to a week do account for some of the absentees, they are by no means the whole story.

Organization leaders say this is demonstrated by the fact that even local exhibitors—those resident in convention cities—also stay away from the meetings in numbers large enough to be noticeable.

As a result, a number of exhibitor organizations are contemplating extended studies of the reasons behind the seeming unpopularity of their conventions. They contemplate going directly to the stay-at-homes and questioning them about what they think is wrong with the way conventions are being run and what they propose doing to make them more inviting.

The contemplated surveys, in fact, are almost identical in design and purpose to those that many exhibitors would like to conduct within their theatres' drawing areas to help them understand why patrons do not attend the theatres more often and what they can do to correct the situation.

"It's quite probable our patrons are at home looking at films on television when our auditoriums are only half-filled," one exhibitor organization officer remarked. "But it's unlikely that our organization members, or those who should be members, fail to show up at our conventions for the same season. We have to find out why so many have lost interest in their organizations and what can be done to revive it."

A recent convention discussion of this form of exhibitor disinterest produced the suggestion that theatre owners be encouraged to send their managers to the conventions, whether or not they attend themselves. It was pointed out that the numerous sessions now being devoted by conventions to business-building ideas, showmanship forums, promotion, advertising and publicity, concessions, maintenance and the like, not only are of special value and interest to theatre managers but a definite contribution to their morale could be realized by making them their employers' representatives at conventions.

The idea, of course, is not to replace the theatre owners at conventions with their theatre managers but to increase convention attendance, first assure good audiences for the worthwhile forums and talks the conventions provide, and change programs in accordance with the wishes of the general membership.

"We have to do something," one organization official said. "I know of a number of regional conventions that had to be cancelled because of lack of interest manifested by a pitifully small number of advance reservations. I know of organizations that haven't been able to hold a convention for several years, not even to plan or schedule one. Many others have been bitterly disappointed at the turnout for the conventions that have been held.

"Encouraging theatre managers to attend could be a part of the answer. If they were given a few days off to attend business-building forums, they would benefit not only in new ideas but also from a new sense of importance and of belonging. And the conventions would get the increased attendance which at the present time they need so badly."

Meet This Week

(*Continued from page* 1)

tee of 26, to which has been added the exchange area chairmen appointed last week, will meet at the Astor at 10 A.M. to consider these six reports. At this meeting the permanent organization will then be created to include "every exhibitor in the United States."

The six executive committee members and their subjects are as follows: Max A. Cohen, industry research; Irving Dollinger, producer-exhibitor-distributor relations; William Forman, post-48 film on TV; George Kerasotes, toll-TV; Sol A. Schwartz, industry-government relations; and Si Fabian, ways and means to increase film production.

Three Alternates to Attend

Alternates to be present at the Thursday meeting are Harry Arthur, Emanuel Frisch, Al Pickus and Bob O'Donnell.

In announcing the two all-day meetings, Fabian said that every mail was bringing acceptances from nominees to the exchange area chairman.

"Not one man has declined to serve thus far," he added, "and no one has refused a work assignment.

"All the news coming to members of the executive committee from theatre men all over the country shows a strong desire on the part of individual exhibitors to support this move for national exhibitor unity.

"Work on the program is progressing faster than I thought possible. We represent every important facet of exhibitor opinion and yet we are finding it possible to weave these divergent strands into a strong fabric of organization and policy. This is a good omen for the future."

Adams Clarifies Stand

(*Continued from page* 1)

annual convention of Independent Theatre Owners of Ohio in Cincinnati last week urging continued active support of the "white paper" campaign surprised some trade observers who were under the impression that Allied would hold the campaign in abeyance while it observed what progress was made with ACE, the united exhibitor front to attempt to resolve exhibition's major problems.

"Our Chicago convention very clearly stated that the 'white paper' objectives would not be sidetracked whether or not joint industry efforts to solve current problems were begun," Adams said. "There has been no change in that policy and no Allied official to my knowledge has indicated otherwise. Meanwhile we want to do what we can to help strengthen ACE. It has great possibilities."

Adams Going Abroad

Adams, who leaves here for Europe tomorrow on the "Liberte," will be unable as a result to attend the Thursday-Friday meetings of ACE at the Astor Hotel here. Irving Dollinger of New Jersey Allied will serve as his alternate. Jack Kirsch of Illinois Allied, the first alternate, was hospitalized and unable to attend.

Adams said he will return from Europe on Dec. 23. His trip is on business other than motion pictures. He said pressure of private business is making it increasingly difficult to devote all the time required to exhibitor organization affairs. He was reelected president of I.T.O. of Ohio last week despite his request to be relieved. He served notice, he said, that this will be the last term he will consent to serve. I told them to start looking for a new man now," he said.

Asked if he would accept another term as president of national Allied at the annual board meeting in Pittsburgh late next month, Adams replied that "It's difficult to leave a job half completed. But then I don't know how the board feels about it, either. I can't answer that question at this time."

Loew's Claims

(*Continued from page* 1)

the Loew's spokesman said after Green had served the demand on the company for a list of stockholders. Joseph R. Vogel, president of Loew's, wrote the following letter to Green on the next work day:

"We consider your launching of a proxy contest under the present circumstances so wasteful to the corporation that it is our duty to the stockholders not to facilitate it in any way.

"Therefore, while we will comply fully and promptly with the statutory provisions which afford you certain rights to obtain the names of stockholders, we prefer not to volunteer any assistance to you beyond the requirements of law."

Claim Photostats Refused

Attorneys for Green said on Friday that when they went to the Bankers Trust Co., transfer agent for Loew's stock, they found that the company's instructions were being interpreted to mean that they could not make photo copies of the stock lists but would have to copy them manually. Believing that the law did not impose a burden of that kind, they then sought the show cause order.

Green's attorneys said it was not until last Friday that they received word from Loew's that photo copies of the lists would be permitted.

"If we find this to be the case," they said, "we will withdraw our motion without prejudice in court today."

Velde Conducting UA Sales Meets in Omaha

Special to THE DAILY

OMAHA, Dec. 7—James R. Velde, United Artists general sales manager, will hold a two-day series of sales meetings here this week with district managers, exhibitors and branch managers on the distribution of UA's upcoming product program.

Officials partieipating in the meeting, whieh begins tomorrow include J Fitter, Western Division manager; rthur Reiman, Western contract manger; Fenton J. Lee, St. Louis district anager; Donald V. McLucas, Omaha ranch manager; Joe Imhof, Milwauee branch manager; Durand Edele, t. Louis branch manager, and Harold immel, Omaha sales manager.

To Tell Exhibitors of Disney Film Promotion

The promotional eampaign devised or Walt Disney's "Sleeping Beauty," nimated film in Technirama-70, in its showcase" engagements set for early ebruary in seleeted cities will be outned for exhibitors at a meeting to be eld here Wednesday at the Warwick otel.

Card Walker, Walt Disney Produeons' vice president in charge of adertising and sales, and Larry Grarm, studio advertising director, will here from Hollywood to join with uena Vista executives in describing to heatre executives all facets of the rogram to pre-sell the picture.

Rank Playdates

(*Continued from page* 1)

raddock, assistant to the general sales anager.

The period covered by the drive is ne of eight weeks commencing on ec. 21 and the only dates to qualify ill be those that actually play off this period. Prizes will be awarded the winning region and to every gion which exceeds its quota.

Ebenstein Joins Firm

Morris Ebenstein, motion picture torney, has joined the firm of Zissu Marcus, which now will be known Zissu, Marcus, Ebenstein & Stein. benstein had been copyrighted coun1 for Warner Bros. Pictures for many ars and has handled legal matters lating to the distribution and proiction of motion pictures.

Prisoners to See 'Anna'

For the first time in its history New ork City's Department of Correction ill hold a special motion picture preew for prisoners in the House of Dention for Women, with the showing United Artists' "Anna Lucasta."

SPACE AVAILABLE

For Film, TV, Advertising Agency Production — 1,750 Sq. Ft. — Screening Room, Offices, etc., 42nd St. 5th Ave. Location.

Phone JUdson 2-8082

Rackmil View

(*Continued from page* 1)

with Rock Hudson in "Pillow Talk" and of the early January starting date of the $5,000,000 co-production of "Spartacus" with Bryna, starring Kirk Douglas, Laurence Olivier, Charles Laughton and Peter Ustinov, as evidence of the company's vitality. In addition Rackmil cited several major films already completed.

Foreign general manager Americo Aboaf, who accompanied Rackmil, told the delegates of the satisfactory results achieved by the company's overseas forces in the fiscal year just completed, despite the many industry problems. He also underscored the vitality of U-I's foreign team and its ability to handle the forthcoming top productions outlined by Rackmil.

Continental Officials Attend

Also present at the U-I European conference were Continental supervisor Marion Jordan; Douglas J. Granville, representing the United Kingdom; Joseph Denis, Belgium; K. E. Jorgensen, Denmark; André Salib, Egypt; Ilmo Makela, Finland; René Delcourt, France; Lutz Seherer, Germany; Victor Michaelides, Greece; Willem Memelraad, Holland; David Mallah, Israel; Orlando Calvo, Italy; B. F. Olander, Norway; Karl Jungmarker, Sweden; Charles Ochsner, Switzerland and Enrique Aguilar, Spain.

List Dais Guests

(*Continued from page* 1)

ney Balaban, Harry Brandt, Charles McCarthy, Max A. Cohen, Ned Depinet, Irving Dollinger, Si Fabian, Leopold Friedman, William German, Leonard Goldenson, George Kerasotes, Martin Levine, Edward Lider, Very Rev. Msgr. Thomas F. Little, Pat McGee, Ben Marcus and Arthur Mayer.

Also, Abe Montague, Robert J. O'Donnell, John O'Connor, Sam Pinanski, Sam Rinzler, Herman Robbins, Sam Rosen, Sidney Schreiber, Sol Schwartz, Abe Schneider, Alton Sims, Spyros P. Skouras, Sol Strausberg, Joseph Vogel, Max E. Youngstein and Adolph Zukor.

Mayer will act as toastmaster. O'Donnell, chairman of the National Tax Committee, and Montague, a member of COMPO triumvirate, will speak, and the presentation to Coyne will be made by Fabian.

Cornelia Skinner Named Brotherhood Week Aide

Cornelia Otis Skinner, author and actress, has been named national chairman of community organizations for Brotherhood Week, to be observed Feb. 15-22 under the sponsorship of the National Conference of Christians and Jews, it was announced at the weekend by George B. McKibbin, Chicago attorney, who is serving as national chairman of Brotherhood Week.

In this capacity Miss Skinner will enlist cooperation for the annual observance from women's, youth, fraternal, veterans, labor and farm groups.

Television Today

IN OUR VIEW

Motion Picture Daily's Television Today, following its annual custom, has been polling the writers and editors of the nation's newspapers to determine the year's outstanding television programs and personalities. The votes which have come in during the poll-taking in this most valuable and significant balloting are in a number of cases accompanied by brief comments from the voters concerning general problems and some more specific.

Many of the comments, some of which already have been published, are almost startlingly direct. They are a mixture of praise and fault-finding, and in any event offer indeed a considerable amount of fodder for study, analysis and evaluation. For it is to be remembered that these comments come from reasonably articulate, constant viewers who have the best interests of the medium at heart and, we may feel certain, are offering what they hope will be constructive criticism.

•

Even a cursory examination of the comments to date results in the inevitable conclusion that there is an astonishing degree of similarity in the reactions to today's programming. It is also of interest to note that the voters in the poll represent a vast area of these United States, and speak for the run of television viewers in widely separated sections of the nation.

One area which appears to be particularly vexing to most of those voicing opinions is that of the commercial. The comments range the course pretty thoroughly from "too long" to "bad taste" to what amounts to misrepresentation. One writer begs that commercials be placed at the beginning and end *only* of programs, especially dramatic shows, since the commercial, the writer feels, has such a damaging effect on the continuity of the dramatic offering. The writer even would be willing to accept longer commercials if thus the interruption could be avoided. It is indeed a problem, and admittedly there is no immediate, ready answer, but neither is the problem impossible of solution. Awareness of the fact that the problem exists at least is a step in the right direction.

•

The socalled "specials" come in generally for a good deal of praise, while there is criticism of the television programming bent of following "trends." Call it trends, or cycles or what you will, it is inevitable that a demonstrably successful new type of show, of whatever genre, will be followed by a whole rash of similar material. For this no one is to blame, and too much fault cannot be found, since it is as automatic as the sunrise, is inherent in the nature of any enterprise and is as true in the manufacture of toothpicks or hobby horses as it is in the production of television programs.

It must be borne in mind that the great majority of the TV audiences across the country tend to give the greater portion of their attention to those programs which arouse so much ire on the part of the critics of the medium. Maybe the latter should concentrate on reforming the audience instead of the medium.

The one sole answer seems to be that it is impossible, of course, to please everybody, even part of the time. It must be a case of constant striving for improvement an unceasing effort.

—Charles S. Aaronson

Sidney Kramer Named To NTA Foreign Post

Sidney Kramer has been named director of foreign distribution and film coordinator of National Telefilm Associates, Inc., Oliver A. Unger, NTA president, announced at the weekend. Kramer joins NTA following a longtime association with RKO Radio Pictures for whom he was foreign sales manager until recently.

In his new post, Kramer will be responsible for the foreign operations of NTA, which now has offices in London, Paris, Rome, Brussels, Munich, Australia, Japan, China, and the Philippine Islands.

Affiliated with RKO for more than 29 years, Kramer was in charge of all technical functions in the Eastern area of the United States and was a director and officer of Cellofilm Corp., a former subsidiary corporation jointly owned by RKO, Paramount and Universal.

Set RCA Dividends

An extra dividend of 50 cents and a regular quarterly dividend of 25 cents per share on the common stock of the Radio Corporation of America were announced at the weekend by David Sarnoff, chairman of the board, following a regular meeting of the board of directors. These dividends are payable on January 26, 1959, to holders of record at the close of business on Dec. 19.

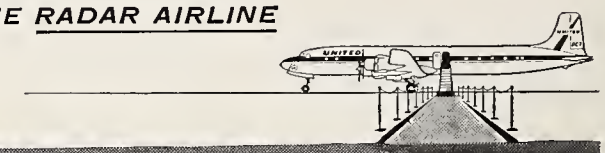
At the same meeting, a dividend of 87½ cents per share was declared on the first preferred stock for the period Jan. 1, 1959, to Mar. 31, payable April 1, to holders of record March 9.

UNITED AIR LINES

YOURS: EXTRA CARE AT NO EXTRA FARE!

Fly United Air Lines for Red Carpet* Service on the luxurious Douglas DC-7, nonstop coast to coast, along the West Coast and to Hawaii. It's extra care for you all the way—the finest service, with luxuries that will delight you. Memorable meals and tempting delicacies, smart lounge, pleasant, thoughtful stewardesses—add up to extra care at the regular First Class fare!

YOU GET EXTRA CARE AT THE REGULAR FARE ON UNITED, THE RADAR AIRLINE



*Red Carpet is a service mark owned and used by United Air Lines, Inc.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

OL. 84, NO. 110 | NEW YORK, U.S.A., TUESDAY, DECEMBER 9, 1958 | TEN CENTS

. Y. Group Slates

)pen Hearings)ec.18-19 Here)n Film Ads

ist of Witnesses Is ow Being Prepared

The New York State Joint Legisla- e Committee to Study the Publica- n and Dissemination of Offensive d Obscene Material has scheduled blic hearings here on Dec. 18 and in connection with the motion pic- e and film advertising phases of its dy.

ames A. Fitzpatrick, of Platts- gh, N. Y., counsel to the commit- , is preparing a list of witnesses ich is expected to be completed hin the next few days.

The committee, of which Joseph Younglove is chairman, has re- ved complaints from time to time m various sources within the state allegedly offensive material in film theatre advertising. The testimony

(*Continued on page* 6)

alues in Pre-Selling ted by Rosenfield

A slow release pattern coupled with ly delivery of first prints is ad- ated as a "must" in order that a film get the most benefit out of its national promotion by Jonas Rosenfield, Jr., executive in charge of advertising and publicity for Columbia Pictures.

nas Rosenfield

As evidence Rosenfield cites the company's current hand- g of "Bell, Book, and Candle." At present the Phoenix production playing only one date and will e a few more key pre-releases in

(*Continued on page* 6)

LEVISION TODAY—page 5

Children's Theatre Parties Launch Test B-B Program at Cedar Rapids

Special to THE DAILY

CEDAR RAPIDS, Ia., Dec. 8.—A combined theatre party attended by over 16,000 children at four downtown theatres, plus another several hundred in cars at a late-afternoon drive-in movie, provided the kickoff event in a test 'business building' program inaugurated jointly by all theatres here. Object of the campaign, which will include a wide variety of goodwill and ballyhoo activities, is to focus attention on movies and theatres, as such, with the eventual aim of being able to do a more thorough job of selling individual attractions.

Joining forces in the campaign are

(*Continued on page* 4)

Col. 'Dispatch' Lauds Ad Complaint Response

Special to THE DAILY

COLUMBUS,, O., Dec. 8.—The "Columbus Dispatch" lauded editorially the "most gratifying response" by Columbus and Central Ohio exhibitors to its request for elimination of "objectionable" ad illustrations and copy and expressed equal gratitude for

(*Continued on page* 5)

Membership Drive Is Launched by Publicists

An organizing campaign is being launched this week by the Screen Publicists Guild, AFL-CIO, to sign up all publicity and advertising employees who are outside trade union ranks. The drive will encompass workers in television and radio, advertising agencies, public relations

(*Continued on page* 5)

Green Withdraws Loew's Stockholder List Order

Louis A. Green, dissident Loew's director, yesterday withdrew his show cause order in State Supreme Court here after having received assurances from the company that he would be

(*Continued on page* 2)

Overseas Drive Set by U-I in 18 Week Period

Special to THE DAILY

PARIS, Dec. 8. — Forty of the foreign branches of Universal-International will participate in an 18-week sales drive to be called "Forward with Universal," it was announced by Americo Aboaf, foreign general manager, at the conclusion of the U-I European sales conference here today. Milton R. Rackmil, president, presided at the conference.

Americo Aboaf

The drive will run from Dec. 28

(*Continued on page* 4)

Pennsylvania Exhibitors Will Carry Plea for Tax Cuts to the Legislature

Special to THE DAILY

PHILADELPHIA, Dec. 8.—Efforts of exhibitors in Pennsylvania to secure relief from local admission taxes will be carried to the state legislature when it convenes early in January. The Pennsylvania Association of Motion Picture Theatres will seek legislation that would completely deprive local governments of their authority to levy an amusement tax.

Such action was first sought through a proposed amendment to a 1947 law which allows municipalities to tax anything not already taxed by the state. The proposal, which originally would have outlawed the theatre tax, was changed to limit the amusement tax levy to 5 per cent instead of 10. The measure was vetoed by Governor George M. Leader, however, after it had passed both Houses.

Through the efforts of exhibitors at least 40 local governments in the

(*Continued on page* 6)

Special Meeting

Future Plans Lead Compo Agenda Today

Changes in By-Laws And Coyne Status Also Up

Compo's program of future activities will head the agenda at the special meeting of its membership, executive committee, and board of directors today at the Hotel Astor here, Robert W. Coyne, special counsel, said yesterday. Abe Montague, Ben Marcus and Sam Pinanski, members of the Compo triumvirate, will act as presiding officers.

Plans for future activity will be outlined by Harry Mandel, vice-president of RKO Theatres, who has been

(*Continued on page* 2)

AIP Sets Release Dates For 24 Films in 1959

From THE DAILY Bureau

HOLLYWOOD, Dec. 8.—American International Pictures, which has announced it will increase its schedule to 30 features in 1959, has set release dates through November of next year, according to James H. Nicholson and Samuel Z. Arkoff. Twenty-four of next

(*Continued on page* 5)

Canadian Support for Sunday Films Mounts

Special to THE DAILY

TORONTO, Dec. 8. — Support is mounting, although somewhat slowly, for the motion picture industry in its drive to open theatres on Sundays.

Press treatment has been good so far, with editorials printed in the "Toronto Telegram" and "Toronto Daily Star." The latter, while expressing the fear that Sunday movies might lead to shops and factories working on that day, did not come out against the proposal. It said it was pleased that exhibitors are "exploring" the idea.

On the other hand church spokesmen have opposed Sunday films as recently endorsed by the Motion Picture Industry Council of Canada.

PERSONAL MENTION

CECIL B. DeMILLE will leave Hollywood today for New Orleans.

•

BRUCE EELLS, United Artists Television exeeutive vice-president, has arrived in Los Angeles from New York.

•

KENNETH MACKENNA, head of the M-G-M story department, left the Coast yesterday for New York.

•

MARTIN S. DAVIS, Paramount assistant director of advertising-publicity, will leave New York today for New Orleans.

•

CHARLES ROSMARIN, RKO Radio European general manager, has returned to Paris from New York.

•

CHARLES SIMPSON, vice-president of Capital Releasing Corp., Atlanta, has returned there from Nashville.

•

MAX BYGRAVES, British comedian, will arrive in New York from London on Thursday via B.O.A.C.

•

TOM MCCLEASTER, 20th Century-Fox district manager in Cleveland, has left there with MRS. MCCLEASTER for Miami Beach.

•

R. V. GRABER, Allied Artists special representative, has left Atlanta for Memphis.

•

BERNARD MENSCHELL, president of Bercal Theatres, Hartford, has left there with MRS. MENSCHELL for West Palm Beach.

•

LEN W. CHATWIN, director of distribution for the National Film Board of Canada, has left Toronto for a tour of eight Latin American countries.

•

ARTHUR FREED, producer, returned to the Coast yesterday from New York.

•

J. E. HOBBS, Allied Artists branch manager in Atlanta, has become a grandfather.

•

DAVID ROSEN, independent film distributor in Philadelphia, has returned to his office following recovery from surgery.

•

DAVID CHERMAN, retired owner and manager of the Lawrence Theatre, New Haven, Conn., has left there with MRS. CHERMAN for Florida.

Compo Meet Slated Today

(*Continued from page 1*)

a member of Compo's plans' committee since its inception.

Proposed changes in the by-laws, which were attached to official notes of the meeting mailed to all members, will be discussed by Emanuel Frisch. He will present a report of a committee appointed at the last annual meeting to study possible by-laws changes. Ben Marcus will make a report for the committee appointed to study Compo's administration.

The meeting will also take up the modification or termination of Compo's employment contract with Robert W. Coyne. This subject will be presented to the meeting by Abe Montague. Sidney Schreiber, Compo secretary, and Herman Robbins, Compo treasurer, also will present their annual reports.

Pat McGee, who with Col. H. A. Cole and Coyne, spearheaded Compo's first Federal admission tax campaign, will present the report of the national tax committee and discuss the possibility of further admission tax relief.

Rhoden Sells Large Blocks of NT Stock

From THE DAILY Bureau

WASHINGTON, Dec. 8.—National Theatres president Elmer C. Rhoden sold large blocks of National Theatres common during October, according to the latest Securities and Exchange Commission report on trading by officers and directors of film companies.

Rhoden reported selling 7,500 of his personal shares, dropping the total to 26,800 shares at the end of the month. The Rhoden Investment Co. also sold 16,400 shares, dropping its holdings to 26,950 shares. Boot Hill Investment Co. and Precision Holding Co., both of which Rhoden also controls, owned 1,325 and 10,850 shares, respectively, at the end of October.

Loew's Shares Purehased

The report disclosed that Stryker and Brown bought 5,400 shares of Loew's, Inc., common during September, bringing its holdings to 150,035 shares. This is the New York investment firm in which Louis A. Green is a partner, and the 150,035 figure is the one he reported to the SEC when he filed his notice of a Loew's proxy contest late in November.

The report also disclosed the exchange by Stanley Warner Cinerama Corp. of 62,692 shares of Cinerama, Inc., on a share-for-share basis for shares of Cinerama Production Corp. Stanley Warner still had 415,080 shares of Cinerama, Inc. Grant Leenhouts reported selling 2,000 shares of Cinerama, Inc., dropping his holding to 625 shares.

Fieo Corp. Aetive

Fico Corp., the special corporation controlled by officers and directors of Columbia Pictures Corp., bought another 6,000 shares of Columbia common during October, bringing its holdings to 41,358 shares.

Burt Kleiner bought 3,000 shares of National Telefilm Associates during August and September, increasing his holdings to 10,000 shares.

Seward I. Benjamin, secretary and a director of United Artists, bought 14,062 shares of U. A. Class B stock from Robert S. Benjamin, chairman. The shares are included in those held by Arthur B. Krim and Robert Benjamin pursuant to an agreement among eight Class B stockholders dated Feb. 25, 1957. The transaction leaves Robert Benjamin with 116,220 shares and eonstitutes the entire holding of Seward Benjamin.

Green Withdraws

(*Continued from page 1*)

permitted to make photo copies of the company's lists of stockholders.

Green, who has threatened to conduct a proxy contest at the next annual meeting of Loew's stockholders in February, had contended that he had not been permitted to photograph the lists but was told he could copy them manually. Thereafter, he sought the order which he withdrew yesterday.

Summerville Dies; Was Canadian Film Pioneer

Special to THE DAILY

TORONTO, Dec. 8.—William A. Summerville, 80, father of Don and William, both active in motion picture exhibition here, died following an illness. The senior Summerville was a former vaudeville actor and musician, who opened Toronto's Prince of Wales Theatre in 1923 and had a distinguished career in politics. Last year he was honored as Pioneer of the Year.

Native of Toronto

Born in Toronto, he served the city for many years as an alderman, controller and an MPP. His son, Donald, was elected as controller of the eity just a few days after the death.

Surviving are his widow, the former Alberta White; and besides the sons, one daughter, Mrs. John Lester.

Mrs. Heitz Dies

CLEVELAND, Dec. 8.—Mrs. Kitty Heitz, longtime Warner Bros. inspectress until her recent retirement, died.

Full Page Ads Announce 'Buccaneer' Openings

A full-page advertisement of Cec B. DeMille's announcement of th coming of "The Buccaneer" made it first appearances Sunday and yesterda in New York, New Orleans and Lo Angeles newspapers. "The New Yor Times," the "New Orleans Time Picayune" and the "Los Angele Times" carried the advertisement o Sunday, and the "Wall Street Jou nal" ran it yesterday. The ad is illu strated with photographs of DeMill Yul Brynner and Charlton Heston, th latter two as they appear in "Th Buccaneer."

Historieal Aeeuraey Stressed

The stars of the picture are bael grounded by a montage layout of a that points up the picture's action an excitement. A seven-paragraph me sage, signed by DeMille, discuss the picture's historical significance an accuracy.

'Defiant' Proves Hit In Southern Premieres

Stanley Kramer's "The Defia Ones" has rolled up opening gross of $48,627 in regional premieres six Southern cities, it was announce by James R. Velde, United Artis general sales manager. In most sit ations, the receipts were triple th highest grosses registered by oth UA boxoffice attractions for the pa ticular theatre, he said. The sit ations reporting outstanding firs week returns include, Richmond, A lanta, Norfolk, Columbia, S. Raleigh, N. C. and Durham, N. C.

The picture will begin three a ditional regional engagements Burlington, N. C., Fayetteville, N. C and Chattanooga scheduled for t weekend.

NEW YORK THEATRE

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
"AUNTIE MAME" Starring
ROSALIND RUSSELL
FORREST TUCKER • CORAL BROWNE • FRED CLARK
In TECHNIRAMA® and TECHNICOLOR®
A WARNER BROS. PICTURE
and THE MUSIC HALL'S GREAT CHRISTMAS STAGE SHOW

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Ste Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vinc Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, W ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefe Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-Pri dent and Treasury; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a y as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as sec class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies,

LETTERS

TO THE EDITOR

ıns:

The "dire need" of exhibitors to do ›me "thoroughgoing research" as ‹pressed by the ITO of Ohio and ›vered in your issue of Dec. 4 is long verdue.

Madison Avenue has long ago ıanged from flannel suits to rubber-loves and is tapping the brain and ‹art of the public instead of its eye. lotivational research is now an es-blished and proven technique and ıe movie industry should make haste employ psycho-persuasion in lieu of m-bending and hand-clasping.

Such slogans as "Go to a Movie—et More Out of Life" touch the outer yer of the public but do not pull any ‹pth-strings. Before urging people to to movies, we must first find out ıot why they stay away, but what ade them go in the first place.

Television was a factor, but is so no ıger. What people had hoped for s not developed: "the uninterrupted eam." As long as television inter-pts the public's dream-image every ı to 15 minutes, as long as the ıshing-machine has to be shut ; the dog taken out, diapers anged, telephones answered, chil-en watched, food prepared, etc., the ly "uninterrupted dreaming" can be ne at the movies.

In order to recapture our patrons, must dig beneath their wallets, tell ‹m of "that other world" where they ı forget their own, relax completely, me out refreshed.

The new slogans should read more the vein of "Come Dream a Little—›me to a Movie." It's just a matter of ›stituting the word "more" in "Get ›re Out of Life." More what? We ve to tell them!

GUIDO MARIA LION

lichigan Paper Strike egotiations to Resume

Special to THE DAILY

DETROIT, Dec. 8. — Negotiations the strike against Booth newspapers the Typographical Union affecting ‹eral major Michigan cities were ad-ırned late last week until tomorrow. ‹e cities, which have a newspaper dership of 507,000, are Grand pids, Bay City, Ann Arbor, Jack-ı, Flint, Kalamazoo, Muskegon and ginaw.

Theatre exhibitors in the cities say is hard to estimate the effect on ir business by the strike. Heralds l neighborhood publications are be-; widely used with some time ught on television.

'rs. L. Dowdell

CLEVELAND, Dec. 8.—Just one ır after the death of Leslie (Les) wdell, veteran major exchange ›oker, his wife, Mary, died last week. ‹e is survived by two sons, Dick, ıiversal booker, and Frank.

Odeon, Ottawa, Files Suit in Gas Explosion

Special to THE DAILY

TORONTO, Dec. 8.—A $1,000,000 damage suit has been filed by The Odeon Theatre, Ottawa, and The Odeon Theatres (Canada) Ltd. in the Supreme Court of Ontario against the Ottawa Gas Company, the City of Ottawa, Lumor Interests Ltd. and Addressograph-Multigraph of Canada Ltd. as a result of an explosion which damaged the theatre.

The writ alleges the explosion, which occurred in the basement of the building, was the result of the "escape of a dangerous combustible substance or gas which was likely to do mischief if it escaped and which the defendants for their own purposes brought on or into the building." The Lumor interests own the building and the Addressograph-Multigraph occupies it.

Color Newsreel Set for Odeon, Gaumont House

From THE DAILY Bureau

LONDON, Dec. 8.—Following the announcement last month that the Gaumont British and Universal newsreels would be superseded by a weekly cinema "news magazine," in Eastman colour, the Rank Organisation states that newsreels would cease to be shown in any of the group's Odeon and Gaumont theatres after the January 29 issue. Odeon and Gaumont theatres will show, from Feb. 2, the new weekly reel.

The decision to discontinue showing of the newsreels, Rank said, was taken after a detailed survey of filmgoer's preferences and thorough market research over an extended period.

Start One Picture; 26 Now in Production

From THE DAILY Bureau

HOLLYWOOD, Dec. 8.—Only one new picture started this week and one was completed, making a total of 26 pictures now in work.

Started was "Secret Bride of Candy Rock," DRB Prod. (Columbia). Completed was "Horrors of the Black Museum" (American-International).

Neths to Vacation

COLUMBUS, O., Dec. 8.—J. Real Neth, veteran local showman who will end 56 years in show business Dec. 26, plans to take a long vacation in Hollywood and Hawaii with Mrs. Neth. Sale of his six de luxe neighorhood theatres here to Leo and Milton Yassenoff, operators of the Academy circuit, becomes effective the day after Christmas. The Neths plan to continue living permanently in Columbus.

Reade Books 'Gigi'

M-G-M's "Gigi" will have its Northern New Jersey premiere starting Christmas Day at the St. James Theatre in Asbury Park, it was announced by Walter Reade, Jr., president of Walter Reade Theatres.

Walton Studios Plan Further Development

From THE DAILY Bureau

LONDON, Dec. 8.—Because of an increasing flow of production into Walton Studios and with full knowledge of production work scheduled for 1959 onwards, J. K. Morris, managing director, announces it has been decided to proceed with further major development of the plant.

Work is already well advanced on construction of a new dubbing, music recording and effects stage, closed circuit television theatres and an additional stage primarily designed for advertising production work.

RCA Engaged for Work

The whole of the technical installation work is in the hands of RCA Great Britain Ltd. Sound equipment will be integrated and can be interlocked with the existing RCA equipment. It will comprise every known facility of optical and magnetic recording.

In planning present and future developments, the company has given top priority to the need for operational efficiency and economy. It is confidently expected the dubbing and recording stage will be one of the most complete and up-to-date in the country.

Art Theatre Acquired

BALTIMORE, Dec. 8.—The Cameo Theatre has been taken over as an outlet for Artistic Films, Inc., and is being operated as an art house. The president, Robert B. Fischer, also operates the Stanton in Washington and the Ambassador in Philadelphia. The theatre, in a neighborhood location, formerly was a subsequent run house. Fred von Bernewitz is the manager.

PEOPLE

Paul Cunningham, president of the American Society of Composers, Authors and Publishers, presented at Carnegie Hall last night a gold medallion to **Mischa Elman**, violinist, who gave a concert celebrating the golden anniversary of his debut. The concert was sponsored by the League for Emotionally Disturbed Children, Inc.

□

Abraham M. Ellis, head of the A. M. Ellis Theatres in the Philadelphia area, was honored at a dinner at the Hotel Warwick there marking his 25th anniversary in the film industry and the 60th anniversary of the founding of the A. M. Ellis Hosiery Co., with mills in Durham, N. C.

□

Joe Bermack is now sales representative in Toronto for Interworld Theatrical Distributing Co., which furnishes Diamond Carbons. He formerly was Toronto branch manager for Peerless Films, Ltd.

□

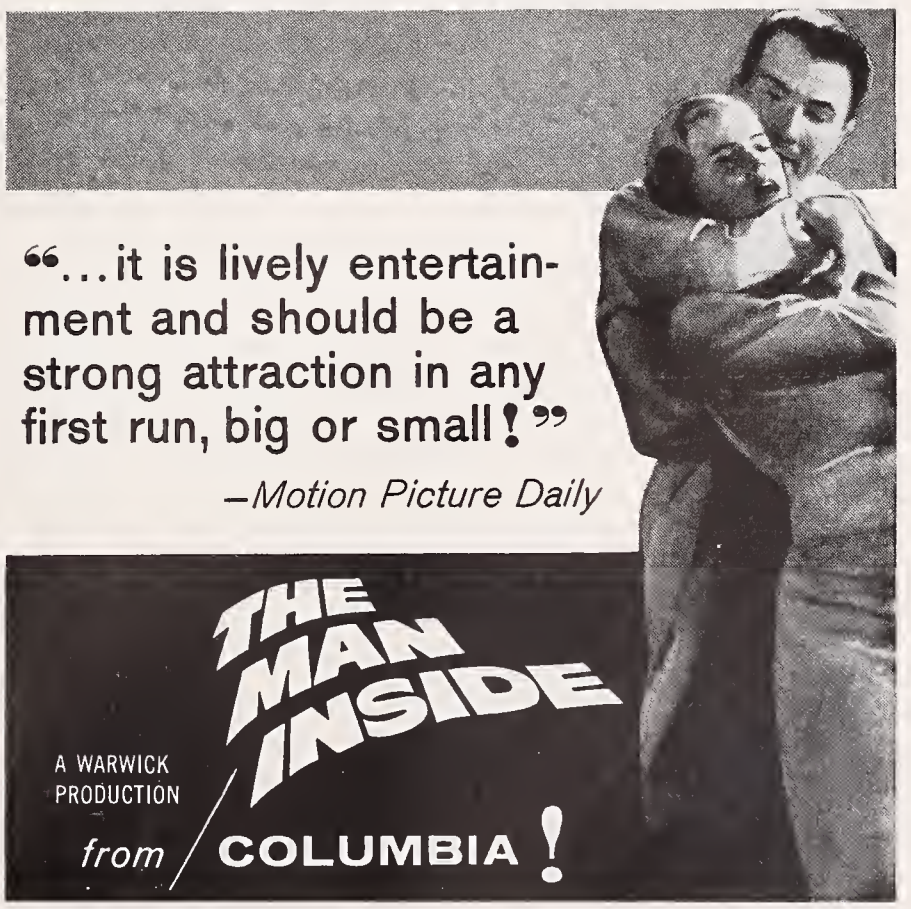
Robert Bothwell, managing director of the Fox Theatre, Detroit, spoke on the subject, "1959 Patterning," at the meeting of the Motion Picture Council of Greater Detroit.

□

"**Whitey**" **Molitch**, who handles the independent Clark Film Distributors in Philadelphia for **James P. Clark**, is recovering from surgery at the University of Pennsylvania Hospital in that city.

□

Richard Cromwell, has been named assistant to **Jack Sanson**, Stanley Warner Strand, Hartford, resident manager. He succeeds **Robert Edwards**, resigned.



TENT TALK

Variety Club News

ALBANY, N. Y.—Variety Club has raised "upward of $250,000 and provided for 11,000 boy weeks of camping during the past 16 years," Robert Ten Eyck, vice-president of the Albany Boys Club (which operates Camp Thacher, with funds from Tent No. 9), said at the "King for the Day" dinner. The evening honored Theodore G. Leiss and William C. Somerville, vice-presidents of Albany Packing Division, Tobin Packing Co., for their generous contributions to the camp as well as to "all other worthwhile projects."

△

DETROIT—The Barkerettes of Variety Club, Tent No. 5, on Wednesday will model hats at a luncheon and Chapeau Fashion Show to be held at Cliff Bell's. The hats will be supplied by Chickee Hat Shop.

On Saturday the organization will hold a party in honor of Julie Harris and her producer husband, Manning Gurian. Expected to attend is the entire company of "The Warm Peninsula," which closes its pre-Broadway Detroit run that evening.

'Laurent' Gets Permit

CHICAGO, Dec. 8. — The Chicago police censor authority in a reversal of its original stand has granted Trans-Lux Distributing Corp. a license to exhibit "The Case of Dr. Laurent" here without any cuts. Showing will be restricted however to adult audiences.

B-B Drive in Cedar Rapids

(*Continued from page* 1)

Willis Ford and Nevin McCord, managers of Tri-States' Paramount and State Theatres, respectively; Matt Plunkett, manager of RKO's Iowa Theatre; Roy Metcalfe, owner of the Palace and Times Theatres; and John Nargang, manager of the year-around Cedar Rapids Drive-In Theatre. The first three named are first-run theatres. Participating in the planning sessions have been Woody Praught, co-general manager of the Tri-States circuit, an AB-PT subsidiary, Harry Weiss, division manager for RKO Theatres, Frank Rubel, drive-in supervisor for Central States circuit, and Don Knight, Tri-States ad director.

Follows Hyman's Suggestion

At the root of Tri-States' participation in the extensive campaign is the suggestion of Edward L. Hyman, AB-PT vice-president, made at a recent meeting with Tri-States executives, that one town be selected for a pilot business building campaign on a strictly local basis which will be reviewed, after results are in, for use in other situations.

Cedar Rapids was selected for several reasons: First, it is neither too large nor too small, with a population of around 90,000; second, its economical conditions generally are good in comparison with present-day theatre returns; and third, its theatre facilities are excellent.

The kiddies' movie carnival, held already, was enthusiastically supported by Cedar Rapids merchants, and was widely publicized through front-page stories in the "Cedar Rapids Gazette," and extensive coverage on two Cedar Rapids TV stations and three radio stations. Children were invited to attend any of four different downtown programs, plus the drive-in later in the day. Special police arrangements were made to handle the traffic, and the entire downtown area of Cedar Rapids was jammed with children and shoppers.

Provision for 'Lost' Children

The free movies commenced when theatres filled before 9:00 A.M., and continued until 1:30 or 2:00 P.M., in the various theatres. Special arrangements were made beforehand to centralize the handling of lost children.

The movie carnival was the good-will sendoff in a planned campaign of various attention-getting activities, most of them to be undertaken by all theatres jointly, to be launched at frequent intervals during succeeding weeks and months. All publicity media, including newspaper, radio and TV, have been lined up for greater support of the theatres during the campaign, and have indicated willingness to get behind the theatre-building effort.

Paper Lauds Coming Product

On the heels of the kiddie carnival, for instance, the "Cedar Rapids Gazette" on the following Sunday ran an unusual four-column story on the avalanche of blockbuster attractions coming during the next season, stressing the tremendous investment producers are making in new product as an indication of faith in the future of the industry. All theatres are running a special trailer heralding the big attractions coming to town, without regard for individual theatres.

U-I Overseas Drive

(*Continued from page* 1)

to May 2. Pictures scheduled for release in the period include "The Perfect Furlough," "Imitation of Life," "This Earth Is Mine," "Never Steal Anything Small," "A Stranger in My Arms," and "No Name on the Bullet."

The foreign publicity department has prepared a special kit containing samples of mailing pieces and promotional displays for adaptation of the participating countries.

Plug 'Prom' on Radio

Columbia Pictures will support the multiple openings of "Senior Prom" in the Charlotte territory with a radio promotion over 88 stations throughout the area. The picture will have 114 dates in the holiday season, and the campaign will be concentrated almost exclusively on radio. In addition to spot announcements special promotions will be worked out with disc jockeys for the picture, which features many recording stars and current releases. Columbia will send exploitation men to all of the stations for this purpose.

Galanter Appointed

HOLLYWOOD, Dec. 8. — T Galanter, who has handled public for producer-director George Sidn for the past two years, has been a pointed director of public relatio for Hanna and Barbera Productio, according to an announcement ma by William Hanna, Joseph Barb and George Sidney. Galanter, at e same time, moves up as an associ with Sidney with George Sidney P ductions. He assumes his new exe tive post starting Jan. 1. Prior b affiliation with Sidney, Galanter w with MGM for 17 years.

PUBLIC HEARING — STATE OF NEW YORK MINIMUM WAGE — DEPARTMENT OF LABOR

Pursuant to Section 657 of the Labor Law, the Industrial Commissioner will hold public bearings on the report and recommendations of the Amusement and Recreation Minimum Wage Board relating to the Minimum Wage Standards in the Amusement and Recreation Industry as follows:

New York City — Thursday, December 18, 1958 at 10:00 A. M. — New York State Office Building, Room 659, 80 Centre Street, New York 13, New York

DEFINITIONS

1. **Amusement and Recreation Industry.** "The Amusement and Recreation Industry" is defined to include all establishments whose primary service is to provide amusement, entertainment, or recreation, including establisbments which produce and distribute motion pictures and services allied to this, sucb as casting and rental of motion picture film or equipment. The industry also includes owners, lessees, and concessionaires whose business is incidental thereto or in connection therewith, or a part thereof, and such services as are allied therewith.

The industry includes but is not limited to motion picture and other theatres, dance halls and studios, ballrooms, bowling alleys, billiard parlors, skating rinks, riding academies, race tracks, and stables, amusement parks and centers, penny arcades and other coin-operated amusement-device parlors, athletic fields, arenas, ball parks and stadiums, swimming pools, beaches, gymnasiums and slenderizing salons, golf courses, tennis courts, carnivals, circuses, boathouses, card clubs and other similar establishments, as well as play-producing or other entertainment-producing companies, theatrical agents, ticketbolders, and professional sports promoters. The industry also includes allied services operated in connection with amusement and recreation establisbments, such as check rooms and parking lots.

The industry excludes (a) establishments engaged in the operation of radio and television broadcasting stations, and, (b) non-profit organizations organized exclusively for religious, charitable, or educational purposes.

2. **Employee.** "Employee" means a woman 21 years of age and over, and any person under the age of 21 years employed in the amusement and recreation industry. Summer Theatre apprentice actors, actors, employed in New York City theatres with less than 300 seats, and rolling chair pushers shall be excluded from this definition. (Pursuant to Section 663-a of Article 19 of the Labor Law all of the provisions of a minimum wage order apply also to males 21 years of age and over.)

3. **Working Time.** "Working time" means time worked or time of required attendance, including waiting time, wbether or not work is provided, and time spent in traveling as part of the duties of the employee. This provision shall not apply to pinsetters, caddies, and ushers at sports exhibitions.

4. **Motion Picture Service Staff Employee.** An employee in a motion picture theatre whose duties involve the performance of services for patrons and require direct contact witb patrons.

Copies of the Board's recommendations are available on request at the Office of the Industrial Commissioner, 80 Centre Street, New York 13, New York.

Isador Lubin
Industrial Commissioner

December 2, 1958

REVIEW:

The Hot Angel

Paramount

HOLLYWOOD, Dec

Made to order for the teenage au ence, this modest budget feature fir its strength in some good action scer created by a "challenge race" on m torcycles over an obstacle course, a the problems encountered by a pla in trouble in the Grand Canyon. Jac Loughery, Ed Kemmer and Ma Alan Dinehart handle the lead ro with sincerity under Joe Parker's rection. The screenplay was writ and the film was produced by St ley Kallis.

Kemmer portrays a pilot who swers a personal call from M Loughery to help readjust her teena brother, Dinehart, who has fallen with a group of young delinquer At the same time she asks him to c sider a job with her boss to prosp for uranium by plane in the Gra Canyon.

Kemmer's attempts to tear Dineh away from his "smart aleck" frie bear fruit when he proves his me in handling a motorcycle and int est the boy in a flying carcer. Kemm makes Dinehart understand that of the main reasons for his inte in him, outside of a strong affect for his attractive sister, is his de to show gratitude for being saved Dinehart's older brother, who die hero's death in a plane flight dur the Korean war.

Kemmer, accepting the job offe by Lyle Talbot, plans to expose claim-jumping racket and its lea who turns out to be Talbot's frie Emory Parnell, father of Zon Tel one of the motorcycle hoodlums. Di hart's loyalty to Kemmer is in je ardy when he is threatened by Tel that his sister will be harmed if P nell's claim jumpers are caught. Di hart and Miss Loughery try in vain warn Kemmer that Teller, on discov ing the plot, tampered with his pl just before takeoff.

Parnell resents his son's vicious tempt at "murder" and surrend himself and his son's accomplice, Ri ard Stauffer, to the sheriff. Kemme saved by Dinehard in another pla after having been forced down o narrow strip deep in the Gra Canyon.

Running time, 73 minutes. Gene classification. Release, in Decemb

SAMUEL D. BE

AIP Releases

(*Continued from page* 1)

ear's 30 releases already are sched-led, the AIP executives reported. Six thers remains still to be added to ie slate.

First of AIPs 1959 releases will be ie New Year week release of "Para-oop Command" and "Submarine eahawk."

The schedule thereafter follows: ebruary—"The Road Racers" and Daddy-O." March—"Blood and Steel" id "Operation Dames." April—"Ma-ine Gun Lady" and "The Jail reakers." May—"Horrors of the lack Museum" (color and Cinema-cope) and "Attack of the Giant eeches."

June—"High School Bride" and Dragracer." July—"The End of the Vorld," "Last Woman on Earth," Take Me to Your Leader" and an ntitled original science fiction story. ugust—"High School Junkle" and an ntitled original.

September—"She" (color and Cine-aScope) and "Headless Ghost" Mesascope). October — "War of 955" and an untitled original. No-ember—"Eve and the Dragon" (color id CinemaScope) and an untitled iginal.

Gilbert New Chairman Of N. Y. Film Critics

Justin Gilbert of the "Daily Mir-r" was elected chairman of the New ork Film Critics at their annual eeting yesterday. Howard Thomp-n of the New York "Times" is vice-airman, and Paul V. Beckley of the Herald-Tribune" is secretary - treas-er.

The critics will meet Dec. 30 to lect the recipients of the annual vards.

Free Holiday Show

COLUMBUS, O., Dec. 8.—Manager alter Kessler of Loew's Ohio sold n Ross Motors on staging a pre-ristmas children's free matinee ec. 20. Some 3,000 free tickets are ing distributed to children's organi-tions, charitable groups and indi-duals. Two bicycles will be given door prizes. Top attraction will be e Dean Martin-Jerry Lewis comedy, Three Ring Circus" plus a color car-on carnival.

Liszt Role for Bogarde

HOLLYWOOD, Dec. 8. — Dirk garde, British actor, has been ned by William Goetz Productions play the title role in "The Franz szt Story" for Columbia Pictures.

Litigation Is Threatened Over 'The Buccaneer'

Special to THE DAILY

NEW ORLEANS, Dec. 8. — Cecil B. DeMille and the Saenger Theatre here have been threatened with litigation by local descendants of a character in DeMille's production of "The Buccaneer," a story of Jean Lafitte, the pirate, if the picture is shown here. The picture's world premiere will be held at the Saenger on Thursday.

Descendants of Gen. Claibourne, who is depicted in the production, threatened the producer and theatre with an action for slander and defamation if the picture is shown. They contend that a daughter of Gen. Claibourne is portrayed in a romance with Lafitte and assert that there was no daughter of marriageable age in the family at the time.

Will Be Shown, Says Paramount

Paramount home office officials said yesterday that the threat of litigation in New Orleans would not deter them from holding the premiere on Thursday as scheduled.

Publicists Drive

(*Continued from page* 1)

firms, publicity offices and independent film producers' promotion staffs. Crafts involved are those of copy writer, artists, publicist, publicity writer, promotion representative and production men.

The organizing campaign is being supported by both the SPG and District 65. AFL-CIO, with which it is affiliated. The district has some 30,000 members in the New York area.

The SPG drive to "organize the unorganized" was voted unanimously by the union's membership in approving the program of the Guild's newly-elected officers: chairman Nat Weiss, 20th Century-Fox; co-chairman George Nelson, Warner Bros.; vice chairman Henry Strauss, Columbia, and secretary Val Coleman, United Artists.

Columbus 'Dispatch'

(*Continued from page* 1)

the "wide attention" the move has attracted in the trade press.

"The response is immediately evident if today's theatre pages are compared to those of six months ago," said the "Dispatch." "Equally gratifying is the fact that the Dispateh's forthright action has attracted wide attention in the motion picture exhibitors' trade press—and that none of the eomment we have seen has been critieal."

"This strengthens our conviction that it has been the studios, rather than the exhibitors, who have been primarily responsible for the most objectionable ads which they prepare and supply to theatre owners. We feel that the Columbus and Central Ohio movie house operators are greatly to be commended for their co-operation in a constructive step toward community betterment. Their recognition of the legitimacy of the complaints that were heard on every hand a few months ago was also a fine stroke of good public relations."

Exhibitors Praised

"The 'Dispatch' is happy to have been of service in meeting some of the recent criticisms of the movies and their advertising in a constructive and practical way. However, none of the improvements could have come about without the help and understanding of everyone else concerned, particularly the exhibitors themselves."

The editorial also expressed "hearty endorsement" of the selection of films suitable for children by the Interfaith Committee for Better Entertainment in Columbus. The "Dispatch" prints the recommended list each Friday. "These selections don't condemn any movies—they merely recommend the wholesome ones," said the editorial.

Television Today

ITC Foreign Sales Increased by $200,000

I.T.C. has increased its foreign business by $200,000 with the sale of 24 programs in 14 overseas markets, Walter Kingsley, president of the company, announced yesterday. The new sales were developed by Manny Reiner, vice-president of I.T.C. in charge of foreign operations, who just returned from a six-week trip to Australia and the Far East.

The sales include a renewal from the Mitsuwa Soap Company of Japan to sponsor "Lassie" over the Radio Tokyo Network. Additionally, the first year's production of "Lassie" was sold to five new markets in Japan. Another sale in Japan was "Cannonball" to Radio Tokyo, Inc. for telecast in six cities. Other cities in which I.T.C. programs were sold include Hong Kong, Manila, Sydney, Melbourne, and Bangkok, Thailand.

Foreign Sales 20% of Gross

Foreign sales currently account for approximately 20 per cent of the gross sales of I.T.C. Kingsley, however, recently stated that this will probably grow to 40 per cent in five years.

Enlarge Exec. Staff For CBS Films Inc.

An enlarged and specialized executive staff for CBS Films Inc. was announced yesterday by Merle S. Jones, president, CBS Television Stations Division, at the opening meeting of CBS Films sales managers and account executives at the Hotel Plaza here.

Effective immediately Leslie T. Harris becomes vice-president in charge of production; Sam Cook Digges has been named administrative vice-president, and John F. Howell has been appointed vice-president and general sales manager. Fred J. Mahlstedt becomes director of operations and sales services—domestic and international.

Shakespeare Succeeds Digges

Jones also announced that Frank Shakespeare, general manager of WXIX, CBS Owned Television station in Milwaukee, will succeed Digges as general manager of WCBS-TV in New York.

Replacing Shakespeare will be Richard P. Hogue who is now the general sales manager of WXIX.

NTA Appoints Klein V.P., General Manager

Malcolm C. Klein has been named vice-president and general manager of WNTA-TV and WNTA AM & FM, National Telefilm Associates' broadcasting properties in the New York metropolitan area. In his new post, Klein will supervise the day-to-day activities of the three stations. He will report to Ted Cott, vice-president in charge of NTA's owned and operated stations. Gerald O. Kaye will continue actively with NTA but will devote most of his time to special projects now being developed and will in addition be consultant to the NTA stations.

ABC Names Nodello to Western Division Post

The appointment of Burt Nodello as manager, program development, ABC Western Division, was announced at the weekend by Sandy Cummings, director of TV network programs, Western Division. Nodello will assume his duties with ABC effective Dec. 15, reporting directly to Cummings.

THE GEVAERT CO. OF AMERICA, INC.

Quality photographic materials since 1894

GEVAERT 321 West 54th Street New York 19 New York

GEVAERT 6601 No. Lincoln Ave. Lincolnwood, Ill. (Chicago)

GEVAERT 6370 Santa Monica Blvd. Los Angeles 38 California

GEVAERT 9109 Sovereign Row Dallas Texas

GEVAERT (CANADA) LIMITED 345 Adelaide St. West Toronto 2-B Ontario

Professional MOTION PICTURE FILMS *release positive*

Open Hearings

(*Continued from page* 1)

to be given at the public hearings and other evidence being gathered will be used by the committee in determining a course of action which it may recommend when it has completed its study.

The hearings will be held in the State Office Building, at 80 Center Street.

Values in Pre-Selling

(*Continued from page* 1)

New York and other cities at Christmas before its January release.

An interval was established between arrival of the first print and the first heavy bookings, Rosenfield explained, so the picture could go into release after a heavy national publicity penetration. "There have been too many cases in the past," he said, "where films that were certain to benefit from top reviews and major media breaks were released before those advantages could be exploited."

Production Number on TV

Already "Bell, Book and Candle" has received major breaks in such magazines as "Life," "Look," "Esquire," "Coronet," "Holiday," "This Week," "Seventeen," and "Mademoiselle" and a major production number geared to the film appeared on the Steve Allen television show. These all appeared weeks before all but the first opening.

Other advantages of the longer period between completion of the film and its release included enablement of the promotion department to work up such new ideas as the three-part multi-trailer and novel use of billboards to announce the opening of the picture, such as that employed at the Odeon in New York.

Keuren Resigns

HOLLYWOOD, Dec. 8. — Sidney S. Van Keuren, studio manager of Hal Roach Studios for the past 22 years, announced his resignation due to health reasons.

aircraft: COMET 4!
(pure jet!)
flight: MONARCH
(de Luxe and First Class only)
frequency: NIGHTLY
(leaves New York at 9 p. m.)
destination: LONDON!

reservations through your Travel Agent or
BRITISH OVERSEAS AIRWAYS CORPORATION
Flights from New York, Boston, Chicago, Detroit, San Francisco, Montreal. Offices also in Atlanta, Dallas, Los Angeles, Miami, Philadelphia, Pittsburgh, Washington, Vancouver, Winnipeg, Toronto.

REVIEW:

A Nice Little Bank That Should Be Robbed

20th Century-Fox—CinemaScope

TWO NICE LITTLE banks are robbed by two nice young men with nothing above the ears but an overwhelming desire to bet on a winning horse until they develop a plan to get a horse of their own. They get one after the first robbery and go back to a second bank to get a waste basket full of money so they can bet again on their steed. Anthony Muto, the producer, is a former Movietone News editor.

In the second robbery a woman bank employee is driven around town all night until 8 A.M. when the vault lock is supposed to open, a scene reminiscent of a happening in Connecticut a few years ago. The story was based on an article by Evan Wylie.

Max Rutgers (Tom Ewell), who takes vitamin pills by the handful and runs a filling station and auto repair shop and receives daily visits from Rocky (Mickey Shaughnessy), a combination taxi driver and bookmaker; Gus Harris (Mickey Rooney), who is being coached by Elwell to become a horse trainer, and Dina Merrill, seemingly intelligent, who has been engaged to Ewell for some four years, are the principals of the cast.

After the first bank robbery Ewell and Rooney blossom out in white broad-brimmed hats at a horse auction and head west with their thoroughbred. The taxi driver knows he has been left out of something and follows them west. Their horse is disqualified. They need more money.

Ewell discovers the horse likes vitamins and gives him plenty of them. Miss Merrill gives Ewell an ultimatum. He can get down to business or the engagement will be off.

In the second bank holdup considerable tension builds up, as Ewell has a gun, and Madge Kennedy, the frightened bank clerk, may pop the whole plot wide open in panic. She doesn't, however. First Shaughnessy deserts the scene. Then Rooney disappears, leaving Ewell in the bank with a vice-president and a wastebasket full of paper money. He carries it aboard a bus, and the three meet at the filling station.

In the final scene the three are polishing a prison warden's car when the car radio tells them their horse has won. Henry Levin kept the action moving at a lively pace. Comedy and melodrama are intertwined. Running time, 87 minutes. General classification. Release, in December.

JAMES M. JERAULD

Pennsylvania Tax

(*Continued from page* 1)

state have dropped the theatre tax during the past two years. Six recent victories were reported in MOTION PICTURE DAILY yesterday.

"But there remain too many theatres which are being taxed unfairly under the law," according to Jerry Wallaston, who heads the Fabian Theatres in the Harrisburg, Pa., area. "It has become a gross receipts tax and it doesn't allow the theatre owner to operate at a fair margin of profit. Of all theatres which closed since television began to hurt the industry, 29 per cent were in Pennsylvania."

Refusal in Reading

In Reading, in face of strong demands by theatre owners to prevent further closings of theatres, Mayor Daniel F. McDevitt, in presenting his 1959 budget, declared that the amusement tax will not be repealed.

In Allentown, City Council retained an 8 per cent tax after hearing appeals against it brought by theatre owners. The Council had tentatively agreed to reduce the tax to 5 per cent, but apparently changed its mind later.

Off Film-Page Ads Set For 'Inn' Promotion

An extensive national off-movie page advertising campaign pre-selling Buddy Adler's "The Inn of the Sixth Happiness," will be launched today by 20th Century-Fox through large "up front" teaser ads in the New York dailies.

The "Inn" newspaper campaign is being backed by a radio-television campaign which will saturate the New York metropolitan area beginning Wednesday, the day before the gala New York opening of the picture at the Paramount Theatre.

The radio-TV campaign, to run through Friday, will feature spot "announcements" every 30 minutes on eight New York stations beamed throughout New York, Connecticut and New Jersey.

English 'Bikini' Set

An English-dubbed version of the French film, "The Girl in the Bikini," starring Brigitte Bardot, is being released by Atlantis Films, Inc. It is now on the Wilby-Kincey circuit in the Carolinas and opens this week on the Fox West Coast circuit.

Seeks Nuclear Sub for Russian Co-production

By FLOYD STONE

A young Irishman who's made h carcer in England by writing an directing TV programs, producin plays in London's West End, an even, lately, one documentary fil and one feature—hopes to make hi tory by being the first to produce picture in Russia, in the English la guage.

A co-production, on which he sa he has an exclusive, except for o contingency.

He needs our cooperation.

That's why Desmond O'Donovan at the St. Regis, later will be Washington, and then in Hollywoo

The Russians will allow him make the picture, tentatively titl "Operation Icebreaker" — and thro in their technicians, directors, sta studios, and, he says, even an atom icebreaker—if he obtains an Americ distributor.

Want Distribution Guaranteed

They are, he said, canny prof sionals and competent servants of th system. Their stipulation would their estimation guarantee distri tion here. They approved the p O'Donovan, his brother Kevin, a writer Geoffrey Orme worked up, l cause it was apropos of the cultu climate of the moment. An Americ Polar airliner is rescued. Some of passengers also are American. Some British. The rescue thus is internati al, and fraternal.

O'Donovan said, calmly, he will Washington while talking with St Department on use of certain fac ties, ask for an atomic submarine.

He said he secured the Russ commitment because he was the f with an idea which was appropri The Russians, he said, are not int ested in the many who have gone them with propositions to film ballet, or make travelogues, or hist epics. Then can do that themsel He repeated, they're out to sell operation.

Cites 'Two Large Problems'

He added he has two large pr lems: one is to persuade the distri tor not only to distribute but to fina the two-thirds of that part of the p ture he would make outside Rus the other is to keep "control." C rently, he said, a wealthy person international background now li in England and whom he cannot na is supplying one-third.

Suit Reinstated

The anti-trust action initiated October by the Miami Drive-In Th tre against the major distributors American Broadcasting - Paramo Theatres, originally dismissed on te nical grounds, has been reinsta This was announced yesterday i decision by New York Federal Ju F. V. P. Bryan. The suit charged fendants with discrimination aga the drive-ins as to runs and cl ances.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 84, NO. 111 NEW YORK, U.S.A., WEDNESDAY, DECEMBER 10, 1958 TEN CENTS

Compo Will Continue As The All-Industry Agency

All-Day Meeting Votes Unanimously For Its Retention; to Keep Same Financing Plan; Develop New Program

The executive committee and board of directors of the Council of Motion Picture Organizations went on record at an all-day meeting yesterday at the Hotel Astor here as being unanimously in favor of continuing Compo as an organization representing the entire motion picture industry in all matters on which there is mutual aceord.

In line with this action, the meeting gave preliminary consideration to a program of new and expanded activities for Compo, which in final form may constitute the most ambitious program yet undertaken by the organization.

Final action on and announcement of the program is being held in abeyance pending a meeting of Compo in the new future with the American Congress of Exhibitors to formulate policy on matters of mutual accord. This is being done to avoid possible duplication of effort and also to coordinate efforts where such a course obviously is desirable. In general, it appears certain that Compo will continue to act for the entire industry in all matters on which the several branches are in agreement. ACE, on the other hand, will act

(*Continued on page* 3)

nsent Decree

T to Seek ourt Permit o Distribute

rcuit Would Sell Pictures ter Merger with NTA

lational Theatres will seek per-sion from the New York Federal rt to distribute pictures to theatres nnection with its proposed merger n National Telefilm Associates, Inc. earing on the request has been set tomorrow afternoon before Judge vard Palmieri.

TA is engaged primarily in dis-uting pictures to television, prin-lly the pre-1948 20th-Fox library has distributed some of these s as reissues to theatres. In addi-its subsidiary, NTA Films, was up to acquire and distribute pic-s to theatres. Distribution of films theatres is prohibited to National atres under the terms of the con-t decree by which it was divorced n 20th Century-Fox.

ndications yesterday were that

(*Continued on page* 2)

lick and Pesce Urge provement in Ads

Special to THE DAILY

LBANY, N. Y., Dec. 9. — Com-nting today on the public hearings motion pictures and motion picture ertising, scheduled to be held in w York Dec. 18-19 by the Joint gislative Committee on Offensive Obscene Material, Dr. Hugh M. k, former director of the state ication department's motion picture ision, said: "I am convinced that good will, common sense and ate decency of editors and adver-ng men have produced a great ntity of acceptable advertising."

Assemblyman Joseph R. Younglove, nmittee chairman, in announcing nday the New York hearings, de-red the committee "viewed with rm the apparent increase in the

(*Continued on page* 5)

LEVISION TODAY—page 6

Compo 'Reluctantly' Releases Coyne

The Council of Motion Picture Organizations executive committee at its meeting here yesterday voted "reluctantly" to grant the request of Robert W. Coyne, its special counsel, to be released from his employment contract in order to accept a new post outside the industry.

Coyne is scheduled to become president of the Distilled Spirits Institute in Washington. He will take over this new post on Jan. 1. His Compo contracts has two years to run.

At the same time, the committee authorized the Compo triumvirate, consisting of A. Montague, Sam Pi-

(*Continued on page* 3)

'Inn' Will Have Royal Premiere at Paramount

Princess Sophie of Greece, daughter of Queen Frederika, will attend tomorrow night's American premiere of Buddy Adler's production, "The Inn of the Sixth Happiness," at the Paramount Theatre. The opening is being sponsored by the Queen's Fund, for Greek Orphans.

The young princess is interrupting her tour of the United States to participate in the elaborate opening of the 20th Century-Fox attraction, which on Dec. 12 begins a dual engagement at the Paramount and Plaza Theatres.

Says Compo Work Saves Billion in Ticket Tax

Compo's admissions tax relief work has saved the industry over $700 millions in the past eight years and by the end of 1959, with the new tax reduction going into effect the first of the year, will save it in excess of one billion dollars, Pat McGee, member of the Compo tax committee, told directors and members at their Hotel Astor meeting here yesterday.

McGee commented that Compo

(*Continued on page* 3)

Remodel Brookside, K.C For 'Beauty' Opening

Special to THE DAILY

KANSAS CITY, Mo., Dec. 9.—With the acquisition of Walt Disney's "Sleeping Beauty" for a first run showing in Kansas City, starting Feb. 17, the Brookside Theatre, operated by Fox Midwest Theatres, shortly will undergo extensive remodeling.

The project, which doubtless will

(*Continued on page* 2)

Columbia Net Profit for Quarter $319,000; Lab Sale Net $2,679,000

Columbia Pictures had a profit of $319,000 for the 13 weeks ended September 27, 1958, according to the comparative consolidated earnings statement released by the company yesterday.

The net profit compared with a loss of $425,000 for the corresponding period of 1957.

The statement said that on October 3, 1958 the company consummated the sale of its west coast laboratory to Pathe resulting in a non-recurring net profit of $2,679,000. This profit will be reflected in the six months earnings statement for the period ending in December.

Press Representatives South for 'Buccaneer'

Representatives of newspapers, magazines, news syndicates, trade publications, radio and television will leave on planes from New York and Los Angeles today for New Orleans and the world premiere of Paramount's

(*Continued on page* 2)

Tom Gilliam Retiring; Testimonial Is Planned

Special to THE DAILY

CHICAGO, Dec. 9.—All branches of the industry here are joining hands in tendering a testimonial dinner to Tom Gilliam of 20th Century-Fox, who is retiring this month following

(*Continued on page* 2)

PERSONAL MENTION

CHARLES BOASBERG, Warner Brothers general sales manager, has arrived in New York from the Coast for meetings with Eastern sales executives.

•

JOSEPH H. MOSCOWITZ, 20th Century-Fox vice-president, has returned from the coast after two weeks of studio conferences with executive producer BUDDY ADLER.

•

MORRIS LEFKO, Michael Todd Co. vice-president in charge of sales, has left New York for Toronto and Montreal.

•

JOSEPH WOHL, president, and CHARLES ROSENBLATT, vice-president of International Film Distributors, returned to New York yesterday from business trips to South America.

•

S. A. GORLINSKY, British producer, returned to London yesterday via B.O.A.C.

•

GEORGE GLASS and WALTER SELTZER, producers, who arrived in New York recently from the Coast, will leave here today, the former returning to Hollywood, the latter to England.

•

HAP BARNES, president of ABC Theatrical Enterprises, Atlanta, has returned there from Tennessee.

•

JACK KEPPNER, son of MORRIS KEPPNER, partner in the Burnside Theatre Corp., East Hartford, Conn., is recuperating from surgery.

•

MERTON DACOSTA, director of "Auntie Mame," returned to New York yesterday from Europe.

•

JO ANN ROCK, daughter of ALBERT E. ROCK, booking agent in Atlanta, was married there to JAMES ARTHUR GOWER, Jr., of Birmingham, Ala.

•

GENE TUNICK, United Artists district manager in Philadelphia, and MRS. TUNICK have adopted a son.

•

MRS. CLEO SHINGLER, of the Buena Vista Theatre, Buena Vista, Ga., has returned there from a vacation in Florida.

•

MRS. BETTY MACQUITTY, wife of the producer of Rank Organization's "A Night to Remember," will arrive in New York today from London.

NT Will Seek

(*Continued from page 1*)

the Department of Justice would not oppose the requested permission but would seek safeguards against violation of the spirit of the decree. This presumably would mean the prevention of the growth of such distribution beyond the handling of reissues and of some European and British pictures which NTA Films is now handling.

Merger of National Theatres and NTA has been in negotiation since last summer and now awaits the approval of stockholders.

Gilliam Retires

(*Continued from page 1*)

more than 40 years on the local film scene.

According to Jack Kirsch, president of Allied Theatres of Illinois, who heads the committee, approximately 175 persons are expected at the affair honoring Gilliam, which will take place Monday evening, Dec. 15, in the Mayfair Room of the Sheraton-Blackstone Hotel. A contingent of 20th Century-Fox Film home office executives are also expected to be on hand.

Five Assisting Kirsch

Other members of the Tom Gilliam Testimonial Dinner Committee assisting Kirsch, are: Nat Nathanson, Allied Artists; Harry Lustgarten, B&K; Bob Conn, 20th Century-Fox; Sylvan Goldfinger, Carnegie & Loop Theatres, and Ben Lourie, Columbia Pictures.

New England Theatres Ends Fenway Operation

The lease on the Fenway Theatre, Boston, will be relinquished by New England Theatres, Inc., on Jan. 8, according to Martin J. Mullin, president. This 1356-seat theatre, built at the turn of the century, has been a day and date house with the downtown Paramount Theatre for many years. District manager Hy Fine has stated that the circuit is transferring manager John Blass to another theatre, but no disposition of the theatre property itself has been made public by the owners. The theatre is owned by Colonial Realty Corp. and is part of the Phillips estate.

'Rally' Opens Dec. 23

"Rally Round the Flag, Boys!" which stars Paul Newman, Academy Award winner Joanne Woodward, Joan Collins and Jack Carson, will have its world premiere at the RKO Palace Theatre, Dec. 23, for the benefit of the National Foundation (for the March of Dimes).

The following day the 20th Century-Fox release will begin a continuous engagement policy at the Palace.

Jersey Judge Upsets Drive-in Curfew Law

Holding that to impose an early closing hour on the Woodbridge (N.J.) Drive-in Theatre would put the operation in a poor competitive position with other similar theatres within a 20-mile radius, Judge John B. McGeehan upset that town's municipal ordinance which sought to establish a 12:30 A.M. curfew on the Walter Reade circuit unit.

Judge McGeehan pointed to the fact that other places of amusement and entertainment did not come under the curfew restrictions of the ordinance.

Walter Reade, Jr., president of the circuit, stated: "This important decision of Judge McGeehan confirms again and we hope for many others that the drive-in motion picture theatre has earned its place as a fine and wholesome part of the American community life."

H. R. Munz, 61, Dies; Exhibitor in Michigan

Special to THE DAILY

DETROIT, Dec. 9.—Funeral services will be held here tomorrow at Kirk-in-the-Hills for Harold R. Munz, 61, who died at St. Joseph Mercy Hospital in Pontiac, Mich. He had been associated since 1920 with his father, C. W. Munz, in the operation of the Palace, LaSalle Garden (later to become the Century), Riviera, Annex and Tuxedo theatres.

The deceased was formerly president of Cooperative Theatres of Michigan, with which his wife, Mildred Ann, is currently associated. He is also survived by a son, Charles W., an aunt, Miss Emma E. Stuckey, and two grandchildren.

Alabama Hoodlumism Brings Theatre Curfew

Special to THE DAILY

MONTGOMERY, Ala., Dec. 9.—Theatre owners here, at the request of Police Commissioner Clyde Sellers, have agreed to discontinue until further notice shows which extend beyond midnight.

The move was made in an effort to combat juvenile hoodlumism by keeping teen-agers off the streets after midnight. It follows the shooting to death of a youth after he and fellow members of a teen-age club went on a furniture-smashing rampage at a local night club.

Eskin Reopens House

WILMINGTON, Del., Dec. 9. — H. S. Eskin, who closed his Queen recently to allow for the installation of a new heating system, reopened the house with a Christmas party this week in promotion with the Wilmington Dry Goods store.

Press Group

(*Continued from page 1*)

Cecil B. DeMille presentation of "Th Buccaneer." The gala opening wi take place tomorrow night at the Saen ger Theatre.

DeMille, Miss Stevens and Henr Wilcoxon, producer of "The Bucca neer," have arrived in New Orlean for the celebrations.

Martin S. Davis, Paramount Pic tures' assistant director of advertis ing, publicity and exploitation, is i the Louisiana metropolis to supervis premiere preparations. He has bee joined by Herb Steienberg, Paramou studio publicity director.

Remodel Brookside

(*Continued from page 1*)

entail a temporary shuttering of th theatre, will include redecoration, r seating and the installation of new a purpose projection equipment.

While no official announcement ha been made, officials of Fox-Midwe have been considering for some tim the turning of the Brookside, one the largest and most attractive neigl borhood theatres, into a permane first-run house.

'Horror' Films Subject On Floor of Commons

By PETER BURNUP

LONDON, Dec. 6. (By Air Mai —Protest against the admittedly hig ly lucrative trade in so-called horr films has reached the floor of th House of Commons.

At question time, an earnest ar concerned Conservative Member Parliament demanded of the Hon Secretary whether "he would make statement on the conclusion and re ommendations of his inquiry how f horrific and sadistic films and tel vision features were responsible f the crime wave; and what action w he taking?".

Sees 'Tradition in Drama'

The cautious Home Secretary—M Richard Butler and one of the str tegic leaders of his Party with h ears well down to the politic ground—contented himself with te ing the House that he had inves gated with the British Board of Fil Censors "and while they do acce what is called horror, which is tradition in the drama and in t cinema, they do try and remove fr films as far as possible what is d gusting and repulsive and cut o scenes of violence and sadism."

Meanwhile it has become know and not without significance that t Producers' Association has receiv a letter from a joint committee re resenting Canadian exhibitors e bodying a request that producers h should make more "family type" film

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Sto Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vinc Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Wa ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefe Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-Pr dent and Treasury; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a y as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as sec class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 1

ritish Tell Germans o Up Sales Efforts

From THE DAILY Bureau

LONDON, Dec. 9. — A delegation m the German film industry has en told by representatives of the itish film industry that if they want increase the showing of German ns in the United Kingdom they uld make an increased effort to l them here.

They were also advised to increase practice of dubbing into English make German films more acceptable British audiences and to adopt narios having a general appeal out- e Germany.

Five Officials Visiting

The German representatives were . Gunter Schwarz, German Export ion; Herr V. Badal, export; Herr O. Horn, distribution; Herr G. Stahorst, production; Herr H. Schwe-, production. They expressed the pe that further mutually profitable ntracts between the film industries the two countries would take place m time to time during the coming rs.

Night' Premiere for Brotherhood Council

The American premiere of "A Night Remember," the Rank Organizan's adaptation of the Walter Lord vel about the maiden voyage of the anic, will be under the sponsorship the Brotherhood Council, it was tly announced by Kenneth N. Haraves, president of Rank Film Disutors of America, Inc., Rev. Jesse lliam Stitt and Rabbi Irving J. ck, official of the Brotherhood uncil.

Premiere Dec. 16

The premiere of "A Night to Remember" will take place at the Criion Theatre on Tuesday evening, c. 16. The regular reserved seat gagement of the film will begin on ednesday, Dec. 17.

alker Casting Head or 20th-Fox TV

From THE DAILY Bureau

HOLLYWOOD, Dec. 9. — Robert alker, for eight years head of cast- for Revue Productions, has been med by Martin Manulis, head of evision at 20th Century-Fox, to as- ne the same duties at the Westod lot. He will report to Manulis Jan. 1.

. H. Goldstein Named oach Studio Manager

From THE DAILY Bureau

HOLLYWOOD, Dec. 9. — E. H. Ianny" Goldstein, vice-president of l Roach Studios, was named studio nager today by Hal Roach, Jr. ron Creeland, with the studio for e past 35 years, was appointed astant studio manager.

Goldstein succeeds S. S. Van Keun who resigned yesterday.

Compo to Stay as All-Industry Agency

(*Continued from page* 1)

solely in its capacity as the united front of the single industry branch, exhibition.

The proposed new Compo program was presented to the well-attended meeting by Harry Mandell of RKO Theatres, who is chairman of the program committee.

All Stress Compo Importance

Speaker after speaker emphasized the need for Compo, its past effectiveness and the importance of continuing it.

The meeting also voted to maintain Compo's financing program under the same collection method as in the past. Accordingly, shortly after the first of the New Year, a dues drive will be undertaken with the help of distributors' sales forces in the field to replenish the Compo treasury, by which time its new program of activities will have been decided upon and announced.

Dues Scale Graduated

The Compo dues scale is as follows: four-wall theatres—up to 500 seats, $7.50 annually; to 750 seats, $11.25; to 1,000 seats, $18.75; to 2,500 seats, $37.50; over 2,500, $75. Drive-ins: to 300 cars, $7.50; to 500, $11.25; to 600, $18.75; over 600, $37.50.

The sum collected from exhibitors is matched by distribution through Motion Picture Association of America action.

Frisch Reports

The meeting heard a report from Emanuel Frisch, chairman of a committee to revise Compo's bylaws. The report, which had been submitted to members in advance, recommended minor changes in phraseology of some bylaws and was approved by the meeting.

One of the principal changes calls for three meetings annually of the Compo executive committee, which heretofore has met only once or twice a year. The meetings are to be held in the winter, spring and fall. The next one is to be held some time between mid-January and Mid-February, the exact date to be set later.

Ben Marcus Presides

Ben Marcus, Allied States' representative on the Compo triumvirate, who presided at yesterday's meeting, submitted a report on Compo administration on behalf of a committee of which he was chairman. The report commended Compo's staff and administration highly and enthusiastically and was adopted unanimously by the meeting. Serving with Marcus on the committee were Abe Montague for distribution; Irving Dollinger for Allied; Sol Strausberg for Metropolitan M. P. Theatres Assn.; Martin Levine for Independent Theatre Owners Assn., and Phil Harling for Theatre Owners of America.

Cites 'Distinguished Accomplishment'

Marcus said the study of Compo's administration showed distinguished accomplishment from top to bottom of the organization's permanent staff. "It would require two people for every one presently employed if we were obliged to fill their places," Marcus said. "Never have so few done so much."

The financial report was presented to the meeting by Coyne in the absence of Herman Robbins of National Screen Service, Compo treasurer, who was unable to attend because of an important meeting yesterday of the NSS board.

Top Officials Attend

Among those present at yesterday's meeting were:

Joe Alterman, Chester Bahn, Max A. Cohen, Irving Dollinger, Ernest Emerling, Al Floersheimer, Emanuel Frisch, Harry Goldberg, Harling, Ralph Hetzel, Sherwin Kane, Pat McGee and Harry Mandel.

Also: Marcus, Sidney M. Markley, Michael F. Mayer, Abe Montague, D. J. Phillips, Eugene Picker, Albert Pickus, Sam Pinanski, Sidney Schreiber, Sol A. Schwartz, Strausberg, Morton Sunshine and Jack Whittle.

Also from Compo: Coyne, McCarthy, Stanley Prenosil and Harold Saxe.

Coyne Pact

(*Continued from page* 1)

nanski and Ben Marcus, to negotiate with Coyne for a mutually acceptable arrangement by which he would be retained on a consultative basis on special assignments. Indications that a working arrangement could be reached were suggested by the triumvirate which had had consultations with Coyne earlier concerning his contract release.

Will Reply at Next Meeting

The triumvirate will report back on its discussions with Coyne at the next Compo executive committee meeting not later than February, for ratification by the organization of any action it may propose.

Coyne was praised highly by the Compo triumvirate for his work as the chief executive of the organization over the past eight years and for the part he played in the various successful admissions tax reduction campaigns.

A testimonial and industry farewell luncheon to Coyne will be held at the Hotel Astor tomorrow.

Indications are the triumvirate will select a new Compo executive head later.

New York Film Editors Elect '58-'59 Officers

Fred Ahrens has been elected president of Motion Picture Film Editors, Local 771, IATSE, for the period 1959-1960.

Other officers are: vice-president, Michael Prusch; secretary, Jean Steinberg; treasurer, E. Harlan Whitehead; business agent, John Oxton; sergeant-at-arms, Fred Edwards and Edward Wyant, Jr.

Trustees Named

Board of Trustees: Morrie Roizman, chairman; James Molini and Frank Madden.

Executive Board: Fred Ahrens, chairman; Michael Prusch, Jean Steinberg, E. Harlan Whitehead, Morrie Roizman, James Molini, Frank Madden, Julian Bergman, Harold Bernard, Fred Edwards, Edward Wyant, Jr.

Tax Campaign

(*Continued from page* 1)

should continue its efforts to eliminate the last $14,000,000 in annual ticket tax payments that will remain after the first of the year, and that it should also aid exhibitors in reducing and eliminating local and state admission taxes.

Asks Resolution of Thanks

Ben Marcus, chairman of yesterday's meeting, called for a resolution of thanks to the tax committee, which was put by Emanuel Frisch and adopted unanimously.

Plan Picture in All U.S. Houses Warner Week

A Warner Bros. film feature or short subject will be presented in every motion picture theatre in the United States and Canada during the week of Feb. 22-28, 1959, as the "Big Warner Week" highlight of the company's world-wide sales drive in honor of president Jack L. Warner, it is announced by Bernard R. Goodman, sales vice-president and drive captain.

From Dec. 28 to Apr. 4

The Warner Bros. sales drive, extending from Dec. 28 to April 4, is being conducted under the slogan, "Welcome Back, Jack," hailing the company president's return from Europe.

Temple Art Theatre to New Detroit Company

Special to THE DAILY

DETROIT, Dec. 9. — The Temple Art Theatre here has changed hands, passing from ownership and management of Kenneth Campbell to those of the newly-formed Continental Theatre Corp., of which Marshall Davis is president, and Phyllis Dezel, wife of distributor Al Dezel, secretary and treasurer. The same interests, under various corporate styles, also control the Surf and Coronet in Detroit and an art house in Saginaw.

The Temple Art policy will be one of foreign art films, all of which will be subsequent runs.

MOTION PICTURE DAILY'S BOOKING CHART

	ALLIED ARTISTS	COLUMBIA	M-G-M	PARA.	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L	WARNERS	OTHERS
NOVEMBER	JOY RIDE Rad Fulton, Ann Doran UNWED MOTHER Norma Moore, Robert Vaughan	THE LAST HURRAH Spencer Tracy, Jeffrey Hunter — 121 min. (Rev. 10/15/58) TARAWA BEACHHEAD Kerwin Mathews, Julie Adams —75 min. (Rev. 11/10/58) MURDER REPORTED Paul Carpenter, Melissa Stribling — 58 min. (Rev. 10/30/58)	PARTY GIRL (CS, color) Robert Taylor, Cyd Charisse — 99 min. (Rev. 10/20/58) TUNNEL OF LOVE (CS) Doris Day, Richard Widmark — 98 min. (Rev. 10/9/58)	HOUSEBOAT (VV, color) Cary Grant, Sophia Loren — 110 min. (Rev. 9/5/58) WHEN HELL BROKE LOOSE Charles Bronson, Richard Jaeckel — 78 min. (Rev. 10/31/58)	IN LOVE AND WAR (CS, color) Robert Wagner, Dana Wynter — 111 min. (Rev. 10/29/58) MARDI GRAS (CS, color) Pat Boone, Christine Carere—107 (Rev. 11/17/58)	I WANT TO LIVE Susan Hayward — 120 min. (Rev. 10/28/58) THE MUGGER Kent Smith—74 min. (Rev. 11/14/58) TEN DAYS TO TULARA Sterling Hayden, Grace Raynor	BLOOD OF THE VAMPIRE (color) Donald Wolfit, Barbara Shelley — 87 min. (Rev. 10/7/58) MONSTER ON THE CAMPUS Arthur Franz, Joanne Moore —76 min. (Rev. 10/28/58)	HOME BEFORE DARK Jean Simmons, Dan O'Herlihy — 136 min. (Rev. 10/10/58) ENCHANTED ISLAND (color) Dana Andrews, Jane Powell — 94 min. (Rev. 10/31/58) FROM THE EARTH TO THE MOON (color) Joseph Cotten, Debra Paget — 100 min. (Rev. 11/7/58)	A TALE OF TWO CITIES (R.F.D.A.) Dirk Bogarde, Dorothy Tutin — 117 min. (Rev. 8/8/58) WINDOW'S WAY (R.F.D.A.) (color) Peter Finch, Mary Ure — 108 min. (Rev. 10/6/58) THE CRAWLING EYE and THE COSMIC MONSTERS (OCA package) Forrest Tucker THREE MEN IN A BOAT (OCA) (CS, color) Laurence Harvey, David Tomlinson
DECEMBER	GUNSMOKE AT TUCSON (CS, color) Mark Stevens, Forrest Tucker REVOLT IN THE BIG HOUSE Gene Evans JOHNNY ROCCO Stephen McNally, Coleen Gray	THE SEVENTH VOYAGE OF SINBAD (color, Dynamation) Kerwin Mathews, Kathryn Grant —89 min. (Rev. 11/25/58) THE MAN INSIDE (CS) Jack Palance, Anita Ekberg — 90 min. (Rev. 11/14/58) SENIOR PROM Jill Corey, Paul Hampton	TOM THUMB (color) Russ Tamblyn, Alan Young—98 min. (Rev. 11/28/58) SOME CAME RUNNING (CS, color) Frank Sinatra, Dean Martin	THE GEISHA BOY (VV, color) Jerry Lewis, Marie MacDonald — 98 min. (Rev. 11/12/58) THE HOT ANGEL Jackie Loughery, Edward Kemmer	THE ROOTS OF HEAVEN (CS, color) Errol Flynn, Juliette Greco — 135 min. (Rev. 10/16/58) INN OF THE SIXTH HAPPINESS (CS, color) Ingrid Bergman, Robert Donat—158 min. (Rev. 11/21/58) A NICE LITTLE BANK THAT SHOULD BE ROBBED (CS) Mickey Rooney, Tom Ewell FRONTIER GUN John Agar, Jayne Meadows — 70 min. (Rev. 10/29/58)	SEPARATE TABLES Rita Hayworth, Burt Lancaster — 98 min. (Rev. 12/2/58) THE LOST MISSILE Robert Loggia, Ellen Parker — 70 min. (Rev. 12/2/58) MACHETE Mari Blanchard, Albert Dekker	THE RESTLESS YEARS (CS) John Saxon, Sandra Dee — 86 min. (Rev. 10/23/58) APPOINTMENT WITH A SHADOW (CS) George Nader, Joanne Moore — 73 min. (Rev. 9/4/58)	AUNTIE MAME (color) Rosalind Russell—143 min. (Rev. 11/26/58)	PARATROOP COMMAND (AIP) Richard Bakalyan, Jack Hogan SUBMARINE SEAHAWK (AIP) John Bently, Brett Halsey MOST GALLANT LADY (R.F.D.A.) Virginia McKenna, Paul Scofield IT HAPPENED IN ROME (R.F.D.A.) (Technirama, color) June Laverick, Vittorio De Sica TONKA (BV) (color) Sal Mineo, Phil Carey
JANUARY	HOUSE ON HAUNTED HILL Vincent Price — 75 min. (Rev. 12/2/58) COSMIC MAN	GOOD DAY FOR A HANGING (color) Fred MacMurray, Maggie Hayes LAST BLITZKRIEG Van Johnson, Kerwin Mathews MURDER BY CONTRACT Vince Edwards, Phillip Pine BELL, BOOK AND CANDLE (color) James Stewart, Kim Novak — 103 min. (Rev. 10/22/58)	THE DOCTOR'S DILEMMA (color) Leslie Caron, Dirk Bogarde THE JOURNEY (color) Yul Brynner, Deborah Kerr	THE BUCCANEER (VV, color) Yul Brynner, Claire Bloom TOKYO AFTER DARK Richard Long, Nobu McCarthy	THE SHERIFF OF FRACTURED JAW (CS, color) Jayne Mansfield, Kenneth More—103 min. (Rev. 11/18/58) RALLY 'ROUND THE FLAG, BOYS! (CS, color) Paul Newman, Joanne Woodward	ANNA LUCASTA Eartha Kitt, Sammy Davis, Jr. — 97 min. (Rev. 11/24/58) LONELYHEARTS Montgomery Clift, Robert Ryan — 108 min. (Rev. 12/1/58)	THE PERFECT FURLOUGH (CS, color) Tony Curtis, Janet Leigh—93 min. (Rev. 10/8/58) MONEY, WOMEN, AND GUNS (CS, color) Jock Mahoney, Kim Hunter THE SILENT ENEMY Laurence Harvey —92 min. (Rev. 11/10/58)	THE HANGING TREE (color) Gary Cooper, Maria Schell	SEA OF SAND (R.F.D.A.) Richard Attenborough, John Gregson

PEOPLE

Herman "Dusty" Rhodes, owner of rive-in theatres in Georgia and Ala- ama, will entertain bookers of the tlanta exchanges at a Christmas arty to be held on Dec. 12 in the uarters of the Atlanta Variety Club.

□

George W. Corn has closed his 'ances Theatre in Cummings, Ga.

□

Sid Sniderman is now managing the 6mm. sales department of Interna- onal Film Distributors, Toronto, 'hich handles foreign films and those f Allied Artists.

□

Pat Casey, of Springfield, Mass., 'idely known as a vaudeville booker nd later as a film industry con- iliator, recently marked his 84th irthday.

□

William H. Hall, formerly assistant anager of Stanley Warner's Warner 'heatre in Wilmington, Del., has been amed manager of the circuit's 'owne Theatre in that city, succeed- ng Edward L. Kenly, who has retired.

□

Ken Austin, formerly concessions anager, has been named manager of ie Tacony-Palmyra Bridge Drive-in 'heatre, in Palmyra, N. J., a suburb f Philadelphia.

Flick, Pesce in Plea for Ad Improvement

(*Continued from page* 1)

number of motion pictures featuring and exploiting descriptions or portrayals of sexual passion, sex crimes, horror, terror and brutality. Advertising accompanying pictures of this type frequently transcends the bounds of decency, he said.

Industry representatives will be among those testifying

"It is obvious," said Flick, "that people will criticize one obscene, salacious or suggestive advertisement, rather than compliment clean copy. There is the mistaken impression on the part of some individuals that salacious or borderline advertising is good for business. A careful examination of the situation will indicate the contrary is the case.

Says Cooperation Would Help

"If all members of the advertising and communication media, as well as those interested in improving motion pictures, would work together, the elimination of objectionable and misleading advertising would result."

Flick, now executive assistant to Dr. James E. Allen, Jr., State Education Commissioner, is not expected to testify at the New York hearings. He did so, at a session on the same subject, which the joint legislative committee held here last winter.

Louis M. Pesce, current director of the motion picture division, in the annual report for the year ending March 31 last, wrote a detailed discussion and analysis of the situation in which that licensing agency finds itself, as the result of recent court decisions.

Pesce, who will be a witness in New York, declared "the current judicial attitude toward censorship statutes has had a very noticeable effect on motion pictures. More and more pictures are being produced containing the following elements, which, though not legally objectionable, are offensive—especially in terms of the moral needs of teen-agers.

¶ Extreme horror, gruesome imagery, maiming of humans and animals.

¶ Extreme violence, brutality and sadism.

¶ False values — glamorization of anti-social ideas, of crime or criminals.

¶ Exploiting of themes of juvenile delinquency and drug addiction.

¶ Erotic content—suggestive scenes portraying immoral sexual relationships.

¶ Nudity and exploitation of clinical material (child-birth, artificial insemination, etc.)

Referring to the "increasing concern on the part of large and varied segments of the public, with respect to motion picture advertising," this, Pesce states, "arises out of the fact that film advertising reflects the content of motion pictures which, though not actionable under our current jurisdiction, is increasingly offensive."

Noting that the motion picture division's authority extends to poster advertising, but not to that in newspapers, Pesce wrote:

"The division has no jurisdiction in the area of misrepresentation, unless obscene material is involved. In many of these situations, it would be difficult to substantiate a charge of misrepresentation, since the advertising material is suggestive but ambiguous, lending itself to whatever interpretations a particular viewer is disposed to make."

Doubts Court Approval

While it would be "desirable to prevent the exploitation through advertising of offensive, borderline films," Pesce doubted "the courts would countenance the suppression of advertising material which substantially reflects the license content of motion pictures."

The motion picture division chief observed that one of four bills affecting motion pictures, introduced at the 1958 legislative session, was passed and later vetoed by Governor Harriman.

This measure (drafted by the joint legislative committee) sought, among other things, to bar advertising which "grossly distorts or misrepresents the character or content" of a film.

FACTS FACTS FACTS

Television Today

Stamler and Cummings ABC Vice-presidents

Joseph Stamler has been appointed vice-president of the American Broadcasting Company and general manager of WABC-TV, New York, the flagship station of the ABC television network. Announcement of the appointment was made yesterday by Leonard H. Goldenson, president of American Broadcasting Company—Paramount Theatres, Inc.

Joseph Stamler

Stamler, sales manager for WABC-TV for the past three years, succeeds Robert L. Stone, who has resigned.

At the same time it was announced that Sanford Cummings, director of the ABC-TV network program department, western division, also had been elected a vice-president of ABC.

Once with WMGM

Previous to his appointment as sales manager, Stamler served as account executive for WABC-TV for three years. Prior to joining the ABC flagship station, he had been account executive for radio station WMGM for two years, and before that, for two-and-a-half years, was sales manager of WNDR, Syracuse.

Cummings joined ABC-TV's western division in June 1954 as ABC-Disney coordinator. In March 1957, he was named manager of the ABC-TV network program department, western division, and in October 1958, director of the department.

Prior to joining ABC, he was associated with the William Morris Agency, and before that he conducted his own television packaging agency.

Rauch Gets Added Duties

Harry Rauch, a vice-president of Young & Rubicam, Inc., and manager of the TV publicity department, will direct agency public relations in addition to his current activity, it was announced today by Sigurd S. Larmon, chairman of the agency. Rauch came to the agency in 1944, and is a former newspaperman. He has won the "Fame" Best Individual Publicity Award for nine consecutive years.

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ITC Expands Sales; Sets Regional Division

As another step in its expansion and organization program, Independent Television Corporation has made several executive promotions within the sales department, and formed a new sales division, Walter Kingsley, president of the company, announced yesterday.

William Du Bois, general sales manager of the syndicated division, has been promoted to director of operations and sales planning for I.T.C.

Hardie Frieberg, who has been assistant general sales manager of the syndicated division, has been promoted to general manager of all syndicated sales.

A new sales division has been formed, the regional sales division, to specialize in working exclusively with regional advertisers on new first-run syndicated property.

Two appointments have been made within this division. Kurt Blumberg will head the eastern division, and Carl A. Russell the midwest division.

One Man's TViews

By Pinky Herman

IT was the old Sid NBCaesar we witnessed last Sunday in the "Chevvy Show" and the laughs were many. With Uncle Miltie already well set again, Jackie Gleason also en route back, watch Sid get his own show again—but pronto. . . . Bill (South Pacific) Tabbert, currently co-starring with Mimi Benzell and Wilbur Evans "A Night With Richard Rodgers" at the Cotillion Room of the Hotel Pierre, has been signed to guestrill on the "Firestone" ABC-TVehicle, Dec. 29. Starting Friday and for the entire week he'll do a straight dramatic role in "The Verdict is Yours," TVia CBS. . . . Last week-end we filled the trusty chariot with petrol (ah there, Peter Burnup and Hope Williams) and drove up to our old stamping grounds, New England. En route we dilly-dallied a bit in Hartford for a bit of a chat with a couple of good friends, Ivor Hugh and Paul Scott at WCCC, Bertha Porter at WDRC, Bob King, Ross Miller and John DeLisa at WTIC and Dick Godlewski, the latter distributor for MGM Records. In Beantown we heard a great deal about the dynamic personality of Joe Levine, Prexy of Embassy Pictures so we phoned J. L. and learned that his plans call for the distribution early next year of two special features, "The World Of Jules Verne" and "Hercules," filmed in Czechoslavakia and Italy respectively. In fact hubbub in the HUB, bud, is that the sensational film effects in the "Jules Verne" pix will cop the "Special Effects" prize of the 1959 Academy Awards. . . . Helen Dallam, ASCAP composer and kiddie story-teller de luxe, has just penned a series of moppet stories based on Dorothy Dehner's inspired "Twelve Nights of Christmas" paintings. . . .

☆ ☆ ☆

Due to a busy sked, including starring every Sunday on his own WRCA-TV series and being one of the regular hosts on the RCA "Monitor" week-end series, Johnny Andrews has bowed out of the All-nite deejay stint over WRCA with Wayne Howell succeeding. Johnny's Pinky Platter of "It's A Wonderful, Wonderful Feelin'" flipped with "Havin' A Wonderful Time," is being handled for national sales and distribution by MGM Records. . . . Howard Wormser and Karolyn Martin have opened their own Flackery in Gotham. . . . Gorgeous Dee Lawson, seen and heard frequently on the nets, has a new LP Album release on Roulette, "'Round Midnight," which will zoOM the lark into the big time. She opens an engagement at Birdland, Jan. 1 with the Miles Davis Group. . . . Bob Klose has taken over the platter-chatter for the Mon-thru Sat. 2-4 and 7-9 P.M. slots at WFILadelphia. Bob knows his way about Music Row and will feel right 'to hum' in the City of Brotherly Love. . . . One of the brighter young producers in the East, Laurence Untermeyer, has been named Producer-Director of Ray Heatherton's "Celebrity Table" heard nitely over NBC from Leone's succeeding Lee Jones who takes over similar chores for Ed Herlihy's "Guest of Honor" series. . . . An NBColorcast, starring Sir Laurence Olivier in Somerset Maugham's "The Moon & Sixpence" will be skedded early next year. . . .

Johnny Andrews

REVIEW:

Murder by Contract

Columbia

The title is reminiscent of the famous Murder, Inc., gang that rorized New York before World II. The action centers around th men, Vince Edwards, who has role of the hired killer; Philip F and Herschel Bernardi, two hoodlu who want a woman piano play- Caprice Toriel—wiped out because police are holding her in protec custody in her home to make s they will have her as a witness i case involving the two hoodlums.

The story makes Edwards one those psychopaths who is convin he is a genius and can plan a cr that defies detection.

When he arrives in Los Ang with a contract to remove the wit he spends days making the two l crooks nervous by seeing the sig going to the movies, golfing and sw ming. Because of his odd technic the tension builds. Pine and Bern want to kill their would-be saviou times.

They try to electrocute the wo by attaching her television aerial high tension eleetric line; they shooting with a telescopic rifle. Fi ly they attempt to rub out Edw in an abandoned movie studio meet death.

The climax comes when Edw finds he hasn't the nerve to cl Miss Toriel with his necktie and to escape through a drain. Tear and a rapid-fire gun end his caree the police close in.

It's all pretty grim, but the s as written by Ben Simcoe sticks waveringly to the theme with p tically no romantic diversion. I Chooluck, the producer, and Ir Lerner, the director, develop the tion methodically and with great beration. The effect is cumulative three mobsters are dead at the of the picture, a denouement tha ables the audience to sit back f relaxing deep breath. A pecul fascinating musical background the same theme notes run throughout, but played at va speeds and tone volume contribu the dramatic effects. It sound though it might have been done guitar.

Running time, 81 minutes. A classification. Release in Decem

JAMES M. JER

Wilmington Newspapr Up Advertising Rate

WILMINGTON, Del., Dec. Exhibitors were notified that a tising rates will be increased b ning Feb. 1, 1959, in the "N Journal," morning and evening papers. The base rate of 32 cent line in combination for both edi will be increased to 34 cents a and the two per cent cash disc eliminated entirely. The rate on use allows 32 cents for users of lines; 31½ cents up to 10,000 and 31 cents for up to 15,000.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 84, NO. 112 NEW YORK, U.S.A., THURSDAY, DECEMBER 11, 1958 TEN CENTS

EDITORIAL

Compo Continues

By Sherwin Kane

COMPO members acted wisely in voting this week to continue the all-industry organization as a going concern, to provide it with a new and ambitious program of activities and to conduct another dues collection drive early in the new year to assure that it will be able to function effectively.

There were many in the industry who felt that with the major admission tax repeal battles already won by Compo, and with the emergence, more recently, of the American Congress of Exhibitors with a proposed program that in some respects touches upon activities which Compo normally would handle, there was no further use for the all-industry organization.

•

However, it must be remembered that the rapidly forming ACE is expected to be the united voice and the joined hands of exhibition only.

It will not, cannot, include the distribution or production branches of the industry.

ACE will serve exhibition, but Compo is needed to serve the entire industry.

In legislative matters, public relations, taxation, censorship, anything to do with government agencies, the united voice of the industry is stronger and more effective than any of its individual branches.

There must be a Compo to act in such areas when circumstances require. Inescapably, the time will come when, if there were no Compo, the industry would have to go through the tortuous labors of creating a new one.

•

Though Compo's magnificent work in obtaining Federal admissions tax relief is a matter of record now, there is no guarantee that in the continuing cold war and its attendant rocketing national defense costs, there will not be a Congressional move to reimpose ticket levies.

In such an event, it is far more prudent, as Compo members decided this week, to have a strong, functioning Compo to spring into defensive action on behalf of the entire industry immediately, than to have to delay in order to organize a Compo, and entrust the campaign to its uninitiated forces.

100 Work on ACE Program

While the responsibility for preparing the reports on program and policy for the meeting of the American Congress of Exhibitors here tomorrow devolved upon an executive committee of six including S. H. Fabian, temporary chairman, the all-day meeting of the executive committee today at the Astor Hotel to review all the working papers and make final recommendations, represents the labor of upwards of 100 exhibitors from all parts of the country, ACE disclosed yesterday.

The members of the committee were assisted by suggestions by phone

(*Continued on page 3*)

Albany Hearst Paper Attacks Soviet Deal

Special to THE DAILY

ALBANY, N. Y., Dec. 10.—An editorial in "The Times-Union" declares the deal between our State Department and the U.S. Information Agency, to exchange films with Russia, "looks murkier than ever" in view of a Moscow dispatch to a trade paper that show business people in the Soviet

(*Continued on page 3*)

Court Hearing Today For 'John Paul Jones'

Federal subpoenas have been issued to purported trustees of the film production "John Paul Jones," to appear today before Judge Joseph Fishberg in U.S. District Court, New Jersey District, Newark, pursuant to

(*Continued on page 6*)

Goldwyn-FWC Hearings Postponed to Jan. 14

Special to THE DAILY

SAN FRANCISCO, Dec. 10.—Final summations by both sides in the long-pending anti-trust suit of Samuel Goldwyn Prods. vs. Fox West Coast Theatres and others, which were scheduled to be heard in U. S. District court here today and tomorrow, have been postponed to Jan. 14, due to the illness of presiding Judge Edward P. Murphy.

Deny Injunction to Carnegie on 'Candle'

Judge Frederick Van Pelt Bryan in New York Federal Court yesterday denied a preliminary injunction to Little Carnegie Theatre, Inc., which would have barred Columbia, Kingsley International, the Fine Arts Theatre and Richard Davis from opening "Bell, Book and Candle" at the Fine Arts.

Little Carnegie had sought the injunction in connection with a suit

(*Continued on page 6*)

Lower Case 'tom' Gets Upper Case Bookings

MGM's Christmas attraction, "tom thumb," will open in over 100 theatres in the N. Y. Metropolitan area Dec. 21.

Theatres in the Loew's, RKO, Skouras, Century, and other circuits have booked the George Pal production for the holiday playdate.

Opening with it as the companion feature will be the first Andy Hardy film in 12 years, "Andy Hardy Comes Home.

National Theatres and Justice Dept. Agree on Terms of Distribution Order

A proposed order allowing National Theatres to continue the theatrical distribution of films to the extent National Telefilm Associates now engages in it will be submitted to Judge Edward Palmieri in Federal Court this afternoon. The terms of the order have been agreed upon by attorneys for National Theatres and the Department of Justice.

Arguing that distribution of the pictures to the extent contemplated would not "unduly restrain competition," National Theatre petitions the court to allow it to distribute to theatres films to which NTA either has or may hereafter acquire theatrical rights in connection with purchase for distribution to television.

The petition and the order point out that NTA now owns the television rights to some 600 pictures but owns the theatrical distribution rights only to 90 of these and that only five

(*Continued on page 2*)

Briefs Due Fri.

U.S. Moves to Halt U-Screen Gems TV Deal

Summary Judgment and Preliminary Stay Sought

The government and defendants in the anti-trust action to set aside the sale to Screen Gems, Columbia Pictures' television subsidiary, of the Universal Pictures' pre-1948 film library have been given until tomorrow to file briefs on motions made by the U.S. Attorney General for summary judgment for the government and/or a preliminary injunction barring further distribution of the Universal films by Screen Gems pending trial of the suit.

The motions, argued before Federal Judge Sylvester J. Ryan in U.S. District court here recently, are the first moves made in the case since its filing here last April.

On the basis of questions and comments of the court at the all-day hearing, the indications are that the Co-

(*Continued on page 6*)

N.O. 'Jean Lafitte Day' Today for 'Buccaneer'

By VINCENT CANBY

NEW ORLEANS, Dec. 10. — Tomorrow has been officially proclaimed "Jean Lafitte Day" here in tribute to the world premiere of Cecil B. DeMille's presentation of 'The Buccaneer" for Paramount, at the Saenger Theatre. This city 143 years ago was the setting for the history-making

(*Continued on page 6*)

Gerard Chairman of Ad-Pub Publicity Unit

Philip Gerard, eastern publicity manager of Universal Pictures, has been appointed chairman of the publicity coordinating committee of the MPAA advertising and publicity directors committee, to succeed Meyer

(*Continued on page 6*)

TELEVISION TODAY—page 6

PERSONAL MENTION

HERBERT L. GOLDEN, United Artists vice-president in charge of operation and president of United Artists Television, Inc., and SEYMOUR M. PEYSER, UA vice-president and general counsel, will arrive in Hollywood today from New York.

•

ADOLPH SCHIMEL, Universal vice-president and general counsel, is due back here from Europe over the weekend.

•

JAMES A. MULVEY, president of Samuel Goldwyn Prods., has arrived on the West Coast from New York.

•

B. G. KRANZE, Stanley Warner-Cinerama vice-president, has returned to New York from Spain.

•

LEO MCCAREY, producer-director of 20th Century-Fox's "Rally Round the Flag, Boys!", will arrive in New York from the Coast on Monday to attend the Dec. 23 premiere of the film at the RKO Palace Theatre here.

•

ANDY ALBECK, United Artists foreign administrative manager, will leave New York tomorrow for Japan.

N. Y. Drive-in Donating Day's Net to Charity

Special to THE DAILY

ALBANY, N. Y., Dec. 10.—All proceeds of tomorrow's show at Alan V. Iselin's Turnpike Drive-in Theatre at nearby Westmere will be donated to the "Times-Union" Christmas Fund for Needy Old People. The announcement was given page one position by the paper.

The theatre, which recently installed in-car heaters, will exhibit "Onionhead" and "Torpedo Run" on the day of the benefit.

Nick E. Brickates

HARTFORD, Dec. 10. — Nick E. Brickates, 43, eastern Connecticut district manager for Stanley-Warner Theatres, died suddenly Dec. 8 at New London's Lawrence Memorial Hospital. He had been admitted earlier that day. Funeral services will be held tomorrow afternoon.

Brickates, who became district manager four years ago, supervising 14 theatres, joined the then Warner Bros. Theatres—predecessor organization of S-W—in 1942. He moved to the Garde, New London, two years later, as manager, holding the post until he became district manager.

High Court to Rule On Anti-trust Jury

From THE DAILY Bureou

WASHINGTON, Dec. 10. — The Supreme Court took under advisement today the question of whether a California theatre company was improperly deprived of a jury trial.

The case was argued for Beacon Theatres by Jack Corinblit, who declared that the anti-trust issues involved required a jury trial. Frank Johnston, attorney for the plaintiff maintained that even though Beacon's case did not require a jury, it had not been deprived of any future rights to a jury trial on most of the points in its complaint.

Fox Asked Judgment

The case originated when Beacon threatened to sue Fox West Coast Theatres claiming that a Fox theatre was given unfair clearance over Beacon's Belair Drive-in. Fox then went to court and asked for a decalaratory judgment against Beacon, which then brought a damage counter suit.

The District Court tried the Fox suit without a jury. Beacon appealed contending that this would deprive it of an ultimate jury trial, but the Appellate Court said the lower court had acted properly.

AMPA Christmas Party Set for December 23

The 42nd annual Christmas luncheon party will be held by the Associated Motion Picture Advertisers Tuesday, December 23 in the Georgian Room of the Hotel Piccadilly, it was announced yesterday by Bob Montgomery, AMPA president.

A "Santa Claus Committee" has been appointed to round up hundreds of door prizes, as well as to invite top stars of stage, screen and television to attend the luncheon as guests of AMPA. Serving on the committee are Dave Bader, Merlin Lewis, Marcia Sturn, Blanche Livingston, Vincent Trotta, Lige Brian, Hans Barnstyn, Ray Gallagher, Gordon White, "Pat" Padula and Paula Gould.

New England Tour Set For 'tom thumb' Float

MGM is sending the "tom thumb" float, which millions saw in the Macy Thanksgiving Parade, to the New England cities of Bridgeport, New Haven, Springfield, Worcester, Providence and Boston. When the tour is completed, the float will return to New York, where it will be used in conjunction with the saturation opening in the Metropolitan area on Dec. 21.

The float features the huge outstretched hand which has been used as the identifying symbol of the George Pal production.

'Dimes' Dinner for Vogel Is Set for Feb. 11 Here

The annual March of Dimes Humanitarian Award will be presented to Joseph R. Vogel, president of Loew's, Inc., at a dinner in the grand ballroom of the Waldorf Astoria here on Feb. 11.

The award is presented each year to an outstanding individual in the motion picture field. Previous recipients have been Spyros P. Skouras, Leonard Goldenson and Jack Warner.

The $100 a plate dinner for members of the industry will be one of the major fund-raising events in the 1959 March of Dimes appeal.

Joe Sugar Is President Of Film Board of Trade

Election of officers by the New York Film Board of Trade held here yesterday resulted in the selection of Joe Sugar of United Artists as president.

Joe Rosen, of Universal, was named first vice-president; Alex Arnswalder, of 20th Century-Fox, second vice-president; Ernest Sands, of Warner Brothers, treasurer, and Harold Zeltner, of Loew's, Inc., secretary.

Louis Nizer is executive secretary and attorney for the organization.

Installation of officers will be held Jan. 21 at the board's headquarters here.

'Tables' Here Dec. 18 At Astor, Normandie

"Separate Tables," Hecht-Hill-Lancaster's screen version of the Terence Rattigan stage hit, will have a dual world premiere in New York at the Astor and Normandie theatres on Dec. 18. Starring Rita Hayworth, Deborah Kerr, David Niven and Burt Lancaster, the film was directed by Delbert Mann and produced by Harold Hecht.

Music Publishers Elect Arthur Israel

Arthur Israel of the Paramount and Famous Music companies yesterday was elected secretary of the Music Publishers Protective Association. Re-elected were Louis Bernstein, president; Jack Mills, vice-president; and Maurice Scott, treasurer.

Kirk Douglas in Albany

ALBANY, N. Y., Dec. 10. — Kirk Douglas is here from Hollywood to be at the bedside of his mother, Mrs. Bertha Demsky, who is critically ill in Albany Hospital, with pneumonia, a heart condition and complications.

NT, Justice

(*Continued from page* 1)

are in fact now being distributed to theatres.

National Theatres, restrained by the decree under which it was divorced from 20th Century-Fox from distributing pictures to theatres, seeks permission to continue the distribution of pictures now being carried out by NTA after consummation of a proposed merger with that company. The petition points out "the incidental nature of such distribution, the small number of features presently involved, the age of such pictures, and the fact that they already have had at least one general domestic release."

Own Theatres Barred

Under the terms of the order National Theatres would not be permitted to exhibit these pictures or any films or TV programs acquired hereafter in any of its own theatres unless and until it has offered all independents in any competing area an opportunity to bid on the pictures. However, it need not offer more than one such run.

The order authorizes National Theatres to enter the field of distribution "only as incidental to acquiring NTA" and it allows the theatre circuit to transfer the distribution rights to pictures to a third party subject to the same condition of offering them first to National Theatres competitors for exhibition.

Fox Stock Ownership a Factor

The order adds "So long as 20th Century-Fox shall own any stock of NTA Film Network, Inc., Film Network shall not have any interest in the business of distributing pictures nor in their exhibition."

Vancouver House, Shut Three Years, to Reopen

Special to THE DAILY

VANCOUVER, Wash., Dec. 10.—Francis Bakke, manager of Vancouver Theatres, announces the reopening of The Kiggins Theatre on Christmas Day. The house has been closed since 1955. It will be maintained as a family theatre.

Theatres now operated in the Vancouver area by general manager Art Adamason include the Broadway, Hazel Bell Drive-In, Rengro Drive-In, The Kiggins and Castle.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasury; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

PEOPLE

Leonard H. Goldenson, president of American Broadcasting - Paramount Theatres, Inc., has been awarded the Sigma Alpha Mu Fraternity Certificate of Merit for distinguished community and philanthropic endeavors. He is the first alumnus to receive the award in the New York area.

□

Leonard Young, formerly assistant to **George E. Landers,** Hartford division manager, E. M. Loew's Theatres, and more recently in the hotel entertainment field, has joined the entertainment staff of the DiLido Hotel, Miami Beach, Fla.

□

Alan Bamossy, manager of the Fox Theatre, Great Falls, Mont., has been elected vice-president of the Advertising Club of that city.

□

George Fraser has announced his resignation from Paramount Pictures, after completing his most recent assignment as International Coordinator of Public Relations for Cecil B. DeMille's presentation of "The Ten Commandments."

'South Pacific' Finishes Record Run in Dallas

Special to THE DAILY

DALLAS, Dec. 10. — "South Pacific" closed Dec. 7 after 33 and one half weeks at the Wynnewood Theatre, a unit of the Rowley Circuit. This is the second longest run for a conventional story line movie in Dallas as opposed to the Cineramas which chalked up even more weeks. Champion for the conventional motion picture in this city was "Around the World in 80 Days" with a 42 week run at the Tower, an Interstate Theatre.

Reverts to Second-Run

With the closing of "South Pacific" the Wynnewood reverted to the status of deluxe second run suburban house and offered as its first feature since its roadshow policy of former months "The Defiant Ones."

Salem Retailer Tieup Aids 'South Pacific'

Special to THE DAILY

SALEM, Ore., Dec. 10. — Capacity crowds continue at Parker's Broadway Theatre here to see "South Pacific," now in its sixth month.

In addition to the general popularity of the story, it is felt that the large grosses are resulting in a great measure from a special offer by the 12 large Fred Meyer Stores, which now makes it possible for the old and new theatregoers to get a $2.50 reserve seat token for 90 cents, together with a free loaf of the 'Meyer' brand of bread.

The store supplies an exchange ticket which is brought to the box office for the reserved seat.

100 Work on ACE Program

(*Continued from page 1*)

and mail in their effort to create a comprehensive program for the permanent organization which will be voted tomorrow.

Acceptances for the Friday meeting includes some 50 exhibitors representing the network of exchange areas.

Included among the acceptances are: J. Myer Schine, James H. Harrison, John H. Stembler, Sam Pinanski, Edward Lider, Andrew Gibson, George H. MacKenna, Ernest Stellings, Dave Wallerstein, Gerald Shea, Robert O'Donnell, Adolph Goldberg, Harold Brown, Richard H. Orear, Harry Arthur, Robert Hosse, Frank Mantzke, Harold Field, Henry G. Plitt, Sidney Stern, Spyros Skouras, Jr., William Goldman, Jay Emanuel, Frank J. Damis, V. C. Smith, Ted Manos, Al Forman, Dwight Spraeher, Marvin Goldman, C. Elmer Nolte, Jr., and Marton Thalheimer.

Members of the executive committee and their alternates at today's meeting will be—Harry Arthur, Max A. Cohen, Irving Dollinger, William Forman, Fabian, Emanuel Frisch, Lider, George Kerasotes, Al Pickus, Sol A. Schwartz, Bob O'Donnell. Also present will be: Leopold Friedman, Eugene Picker, Ed Hyman and Sidney Markley.

'Want to Live' Showing For High Court Today

The United States Supreme Court, which had refused to review the Barbara Graham murder case on appeal in March, 1955, today will see the motion picture, "I Want to Live!" which points up the controversial aspects of the trial and execution of Mrs. Graham, a California "B" girl.

Justice William O. Douglas, who granted a stay of execution pending appeal for the review, will be the host at the special showing of the Figaro, Inc., film released by United Artists, in the East Conference Room of the Supreme Court.

Stereo, Hi-fi Systems For Wisconsin Houses

Special to THE DAILY

MILWAUKEE, Dec. 10. — Irv Clumb, owner of the Julian and Al Ringling theatres at Badger and Baraboo, Wisc., has installed stereophonic and high fidelity record players in the houses. Harry Ball, technician for RCA, supervised the work, assisted by local RCA dealers. Eleven speakers surround the stages of the theatres.

The system will be used to provide music before the show and during intermissions.

C. W. Henderson

BALTIMORE, Dec. 10. — Funeral services were held yesterday for Clarence William "Bill" Henderson who had been film buyer and booker about 35 years for the Durkee Theatre Enterprises here. He was sixty-six years of age, and was a member of the American Legion and a Mason. His widow and a sister survive.

Heller Sets 3 Dividends

CHICAGO, Dec. 10.—Directors of Walter E. Heller & Co. have declared a quarterly dividend of 30 cents a share on the common stock, $1 a share on the four per cent cumulative preferred and $1.37½ a share on the 5½ per cent cumulative preferred. All dividends are payable Jan. 2 to holders of record on Dec. 19.

Albany Paper

(*Continued from page 1*)

et are being enlisted in the Communists' campaign against religion."

No great interest or enthusiasm in booking the Russian films had been shown by local theatres, prior to the printing of the editorial. Managements, especially of the Stanley Warner Delaware, an art house, had been awaiting the results of experiments elsewhere with the Soviet releases.

Asserting that "radio, theatre, movie and TV personalities are exhorted to step up the struggle against God and in favor of atheism," "The Times-Union," a Hearst publication, added, "They will follow their orders, because they have no choice but to do so. Thus the plan of our State Department and the U.S. Information agency to exchange films with Russia takes on a new light."

"In addition to the fact that U.S. exhibitors are going to be mightily wary of showing Soviet films," the editorial inquired, "doesn't this plan, and the profits to the Soviet therefrom, simply add up to an encouragement on our part of the Reds' war against God and religion?"

Dr. Hugh M. Flick, former director of the State Education Department's Motion Picture Division and current executive assistant to the Commissioner of Education, who had said, in answer to a question at a recent meeting of the Communications Art Guild of the Albany Catholic Diocese, that he saw "no harm in showing the Russion pictures . . . the exchange program has been carefully planned and will be elosely scrutinized," reiterated this belief after the "T-U" editorial appeared.

He thought that an Albany theatre should screen one or more of the Russion releases. The reason: "It is necessary that we understand the Soviet, no matter how far its form of government differs from ours, and the film is one way of gaining this understanding."

Henderson in Ascap

Skitch Henderson, orchestra leader currently on the Steve Allen television show, has been elected to membership in the American Society of Composers, Authors and Publishers.

Jackter Gets 500 Requests For Special 'Sinbad' Disk

More than 500 requests for the "Sinbad" record, produced by Colpix Records, have been received at the offices of Columbia Pictures here, it was disclosed yesterday by Rube Jackter, Columbia general sales manager, as a result of his message to the company's branch managers, telling them to make the offer of the record to theatres booking "The 7th Voyage of Sinbad."

The disk was offered to the theatres as ideal for either lobby or intermission play.

Albany Newspaper in Theatre Contest Tie-up

Special to THE DAILY

ALBANY, Dec. 10.—The grand prize, a color television set valued at $1,000, will be awarded on the stage of the Stanley Warner Strand the night of Dec. 23 as the climax to a "Lucky License Numbers" contest which "The Times-Union" has been conducting with the circuit's four Albany and one Troy theatre, for two months.

In addition to the distribution of $50 weekly by the paper, and passes to the five theatres, a "Shower of Christmas Presents" is now falling daily. In this, 10 kitchen appliances worth $200 and 35 sets of theatre passes are awarded each day through Dec. 19.

Swett Acted for Circuit

Jack Stein, circulation manager for the paper, and Al Swett, SW district manager and Strand house manager, effected the tieups.

The circuit has reaped a harvest of free publicity, some of it Page One. Last Sunday (Dec. 7) the T-U listed the bill at the five SW situations.

Morris to Aid Opening Of Moss Florida Unit

Special to THE DAILY

MIAMI BEACH, Dec. 10. — The Roosevelt Theatre here, newest unit of the B. S. Moss circuit, has planned a "grand opening" for Dec. 16. The gala premiere performanee will benefit the National Children's Cardiac Hospital. The film will be Jacques Tati's "My Uncle, Mr. Hulot."

Larry Morris Enroute

Larry Morris, vice-president of B. S. Moss Theatres, is coming from New York to attend the event.

'Candle' Here Dec. 25

Phoenix Productions' "Bell, Book and Candle," a Columbia Pictures release, will have a dual premiere here on Christmas Day at the Fine Arts and Odeon theatres. James Stewart and Kim Novak are starred in the film, which was produced by Julian Blaustein and directed by Richard Quine.

The Perfect National Magazine

FOR YOUNG ADULTS

FOR TEEN-AGE GIRLS

FOR THE HIGH-SCHOOL SET

FOR THE COLLEGE CROWD

FOR "FREQUENT" MOVIE-GOERS

FOR HOUSEWIVES (and their Hubbies)

Universal-International presents

TONY CURTIS
JANET LEIGH

The Perfect Furlough

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Directed by BLAKE EDWARDS · Written by STANLEY SHAPIRO · Produced by ROBERT ARTHUR

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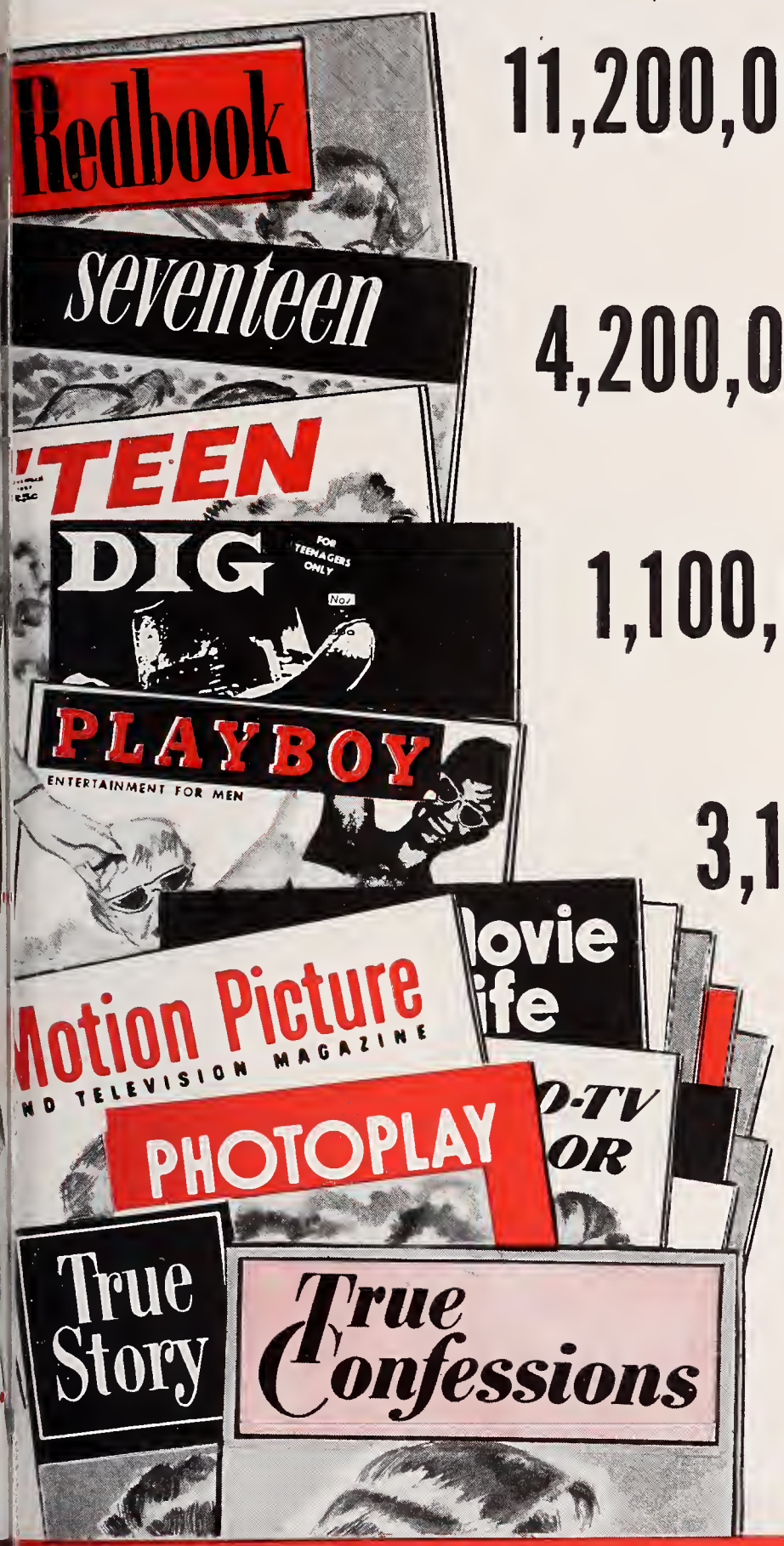

11,200,000 READERS! *(and customers!)*

4,200,000 READERS! *(and customers!)*

1,100,000 READERS! *(and customers!)*

3,100,000 READERS! *(and customers!)*

21,200,000 READERS! *(and customers!)*

15,200,000 READERS *(and customers!)*

Another SOCK U-I Pre-Selling Job

DESIGNED TO COVER EVERY POTENTIAL AUDIENCE MARKET!

Universal International

Gerard Named

(*Continued from page* 1)

Hutner, it was announced today by Charles Simonelli, chairman of the MPAA advertising and publicity directors committee.

The coordinating committee for publicity matters includes: Lars McSorley, Allied Artists; Hortense Schorr, Columbia; Dan Terrell, M-G-M; Burt Champion, Paramount; Edward E. Sullivan, 20th Century-Fox; Mort Nathanson, United Artists; Meyer Hutner, Warner Bros., and Gerard. They will meet next week with Sid Blumenstock, coordinator of the Motion Picture Academy Awards telecast, to develop special press plans on the pre-sell and the coverage of the telecast next April.

Special Projects in Work

The Committee also will deal with a number of special projects currently being developed by the MPAA advertising and publicity directors committee.

Deny Injunction

(*Continued from page* 1)

charging conspiracy to violate the anti-trust laws and seeking $300,000 damages.

Denying the preliminary injunction, Judge Bryan said the plaintiff had failed to fulfill the requirements for such an injunction or to show that it would be damaged if it was not granted before trial of the action.

Big Rank Selling Drive Starts in Philippines

From THE DAILY Bureau

LONDON, Dec. 9. (By Air Mail) —The Rank Organisation is engaged in a long-planned and highly aggressive selling campaign throughout the Far East, in the Philippines in particular. The Organisation's overseas division established a branch in Manila a little over a year ago with the screening of "House of Secrets," the first Rank picture to be played there.

Says British Films Are Welcomed

Returned from a ten-day trip via India to Hong Kong and the Philippines, Harry Norris, managing director of J. Arthur Rank Overseas Film Distributors and the spearhead of the present attack—reported that Manila exhibitors are now eager to take British films.

Norris reminded newsmen that the Philippines is the third largest English-speaking country in the world with a population of 22,000,000. He found British action and war-theme films particularly popular there.

Making Film in Hong Kong

As part of the Far Eastern operations, the Rank Organisation is currently shooting in Hong Kong one of the biggest pictures in their current programme. This is "Ferry to Hong Kong" with an international east including Orson Welles, Curt Jurgens and an English girl, Sylvia Syms.

Desilu Filming at Peak With 21 in Production

From THE DAILY Bureau

HOLLYWOOD, Dec. 10.—Production activity at Desilu will hit a new peak this week with five segments of the Westinghouse Desilu Playhouse pacing the studio's already heavy schedule.

Lucille Ball, Desi Arnaz, Red Skelton, Vivan Vance and Bill Frawley are starting "Lucy Goes to Alaska." Producer is Bert Granet. Jane Russell, Steve Forrest, Jaek Haley, Miseha Auer and Karen Sharpe are appearing in "Ballad for a Badman" at Desilu Culver for producer John H. Auer.

Janie Paige, Harry Guardino, Ray Danton and Kurt Kasznar are before the cameras in Adrian Spies' "Chez Rouge," while Lee J. Cobb, Skip Homeier, Barry Kelley and Carol Thurston are starring in producer Quinn Martin's "The Jefe."

Ernie Kovacs and Jean Hagen are co-starring in "Symbol of Authority," written especially as a Kovacs-Hagen comedy by Ernest Kinoy. Robert Sinclair directs for producer Jerry Stagg.

Other shows filming at Desilu's three lots during this peak period are "The Ann Sothern Show," "The Texan," starring Rory Calhoun, "This Is Alice," "U.S. Marshal," "Line Up," "December Bride," "The Millionaire," "The Danny Thomas Show," "The Californians," "Man With a Camera," "Yaney Derringer," "Wyatt Earp," "The Red Skelton Show," "Love and Marriage," "Lassie," and "The Real McCoys."

This makes a total of 21 shows in production.

'John Paul Jones'

(*Continued from page* 1)

Section 21A of the Federal Bankruptcy Law under a petition in bankruptcy filed against said John Paul Jones Productions, Inc., by a group of creditors.

John Farrow recently completed directing the film and is now in London editing it for Warner Brothers distribution.

Attorneys representing the creditors are Max Rosenstein of Newark and Archibald Palmer of New York.

'Jean Lafitte Day'

(*Continued from page* 1)

events which the film dramatizes. Lafitte was the pirate-patriot whose contributions to American victory in the War of 1812 provide the basis for the story of the film.

Journalists, radio and television commentators have arrived by plane from New York and Hollywood to cover the premiere and the many activities incidental to it.

Kolb Joins CBS Films

Robert J. Kolb has been named an account executive in the New York office of CBS Films, Inc., effective immediately. He joins the organization following five years as account executive and regional sales manager with WOR-TV, New York.

Television Today

Servicing of CBS Films Seen Vast Operation

The servicing of programs, syndicated by CBS Films, Inc., now is a million-dollar operation, it was disclosed here yesterday by Fred J. Mahlstedt, director of operations for the organization, speaking at the current meeting of CBS Films sales managers and account executives.

Pointing out that "CBS Films now is distributing programs at the rate of 85,000 half-hours annually," Mahlstedt explained that the servicing of these productions is facilitated by the cooperation of several departments, including sales service, sales promotion, research, distribution, merchandising, advertising and publicity.

In addition, he said, CBS has access to other company departments, such as legal, accounting, credit, business affairs, auditing, tax and music clearance.

An enlarged and specialized executive staff for CBS Films, Inc., has been announced by Merle S. Jones, president, CBS Television Station Division.

Harris a Vice-President

Effective immediately Leslie T. Harris becomes vice-president in charge of production; Sam Cook Digges has been named administrative vice-president; and John F. Howell has been appointed vice-president and general sales manager.

Jones also announced that Frank Shakespeare, general manager of WXIX, CBS owned television station in Milwaukee, will succeed Digges as general manager of WCBS-TV in New York. Replacing Shakespeare will be Richard P. Hogue, who is now the general sales manager of WXIX.

Addressing the opening session of the sales meeting, Jones included as some of his objectives for the coming year: the sale of from four to six CBS Films programs on the television networks; continued leadership in regional sales; the enlargement of single market sales with the improvement of merchandising and sales service support to make CBS Films the primary source of supply for local advertisers and individual stations; the strengthening of leadership in the international market; the importation of new product from abroad; pace-setting activities for cartoon product, and the distribution of the finest television news service available.

SPG Nominates 4 Films For Production Award

From THE DAILY Bureau

HOLLYWOOD, Dec. 10. — The Screen Producers Guild balloting on first quarter nominations for "The best produced TV film subject of 1958" has resulted in the selection of four productions as eligible for the annual awards.

Nominated were: "Before I Die," Playhouse 90, CBS; "Eye of Trut" Suspicion, NBC; "Beauty and e Beast," Shirley Temple Storybo NBC, and "Bottleman," Gunsmo CBS.

Nominations for the remaing quarters will be concluded shor with annual award winners to be nounced at the Guild's dinner ea next year.

Screen Gem

(*Continued from page* 1)

lumbia and Universal film progra distributed by Screen Gems are garded as complementary, rather t competitive. Should this view rem unchanged after the filing of bri the chances are both government tions would be denied.

Trial in March Likely

It is believed, too, that trial of government action may be set some date next March, inasmuch the court queried attorneys for b sides as to whether they could ready for trial in about three mon time.

Judge Ryan is expected to rule the government's motions soon a the supporting briefs are filed.

The government action naming lumbia as well as Universal and Scr Gems, charged the defendants with straining competition in the sale films to television. The Justice Dep ment complaint said that under ag ments made by the three compa in August, 1957, Screen Gems given exclusive license for the distribution of over 600 pre-'48 U versal pictures for about 14 years, alleged that this eliminated Unive as a competitive factor in TV film tribution.

Price-Fixing Charged

Justice also alleged that the ag ments were part of an illegal c spiracy "to fix prices and elimin competition between Columbia tures and Universal Pictures in field of TV film distribution, and lated the Sherman Anti-Trust Act.

The Screen Gems agreement w Universal calls for the former to to the latter a minimum guarantee $20,000,000 over a seven-year per and provides for Screen Gems to ceive a graduated scale of distribut fees. Universal retains all film rig other than for TV distribution.

Wide Interest in Suit

Both the film and television ind tries have watched the suit with c siderable interest since its m premise would seem to be that government would like to see distri tion of not more than one compa films to TV handled by a distribut agency. If upheld by the courts, prineiple could have an important fluence on existing as well as fut deals for TV rights to film librar

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 84, NO. 113 NEW YORK, U.S.A., FRIDAY, DECEMBER 12, 1958 TEN CENTS

anulis Introduced

0th-Fox Set o Launch Big V Program

ates 15 Projects; Will pend Up to $15,000,000

By FLOYD STONE

(Picture on Page 5)

Spyros Skouras yesterday morning 20th-Fox handed to a man trade iters in this industry were seeing first time and whom writers for evision know very well—Martin nulis, famed for Playhouse 90—ie greatest assignment in the history 20th-Fox."

It is the production, in short time d big money, of a complete tele-ion schedule, on film probably, live necessary, for networks, sponsors, dication, whatever. But complete. Skouras introduced Manulis, said

(*Continued on page 5*)

rogram Prepared for CE's Action Today

The first working program for the w American Congress of Exhibitors, ich is expected to include provi-ns for transforming it to permanent m from its current temporary sta-, were worked out at a meeting ACE's executive committee which ted throughout yesterday and into t night at the Hotel Astor.

The program is scheduled to be sented today to a meeting of E's membership committee, also the Astor.

Si H. Fabian, temporary chairman

(*Continued on page 2*)

ummings Leaves MGM; tockton to Succeed

Alan F. Cummings, MGM manager branch operations, will retire today er 39 years in the industry.

He will be succeeded on Monday Sidney Stockton, it was an-unced by John P. Byrne, MGM neral sales manager. William Bren-r will move up as Stockton's as-tant.

Cummings was associated with the

(*Continued on page 4*)

Entire Film Industry Honors Coyne With a 'Thank You, Not a Farewell'

More than 300 representatives of all branches of the industry and most of its organizations paid tribute to Robert W. Coyne, Compo special counsel, at a luncheon in the Hotel Astor here yesterday.

Although Coyne, who engineered Compo's last successful admissions tax reduction campaign, will leave his Compo post on Jan. 1 to become president of the Distilled Spirits Institute, yesterday's program was "not a farewell but a 'thank-you' gesture," in the words of Arthur Mayer, who served as toastmaster.

Robert W. Coyne

Flanked by a distinguished dais that included top executives of production-distribution companies, theatre circuits and trade organizations, Coyne's role in the several Compo admissions tax repeal efforts was described and praised by many of those who worked beside him in the cam-

(*Continued on page 5*)

Renew Legion PledgeSunday

Special to THE DAILY

WASHINGTON, Dec. 11.—Catholics throughout the United States Sunday will be asked to renew their support of the National Legion of Decency.

A pledge will be read at all Masses

(*Continued on page 4*)

Theatres Take to TV, Radio for Promotion

New York City theatres stepped up promotion over radio and television yesterday to make up for the loss of advertising space in newspapers as the strike of delivery workers against

(*Continued on page 2*)

REVIEW:

The Buccaneer

DeMille—Paramount—VistaVision

THE UNMISTAKABLE CACHET of Cecil B. DeMille is strongly evident in "The Buccaneer," a big and sprawling epic in VistaVision and Technicolor. The Master Showman only "supervised" the production, according to the credits. Henry Wilcoxon, a long-time associate, produced, and direction was handled by actor Anthony Quinn.

But the subject and the method of "The Buccaneer" are pure DeMille—a story out of past American history told with strokes large and bold, with action, romance and humor and a climactic battle scene that explodes with blood and thunder. DeMille fans, whose numbers are legion, will have a field day.

There are other names that will assist exhibitors in selling the film. Yul Brynner and Charlton Heston, who were both in "The Ten Commandments," portray the leading roles of real historical personages. Brynner is Jean Lafitte, the famed French pirate, and Heston plays General Andrew Jackson, a role he also had in a previous film, "The President's Lady." Charles Boyer, Claire Bloom and Inger Stevens are other names to light up the marquees.

In a brief preface to the picture DeMille appears on screen to sketch the story's historical background. The time is circa 1812, and America

(*Continued on page 4*)

Palmieri 'Concerned'

NT Order in NTA Merger Is Questioned

Judge Brings Up Fox Interest in Film Network

The possibility that allowing National Theatres to continue the theatrical distribution of films to the extent that National Telefilm Associates now does would be in conflict with the industry Consent Decrees was raised yesterday in Federal Court by Judge Edward Palmieri. The judge brought up the point in a hearing on a proposed order to permit NT to distribute to theatres films to which NTA either has or may acquire theatrieal rights in connection with purchase for distribution to TV. Court permission is required on this before NT can con-

(*Continued on page 5*)

'Buccaneer' Has Bow Amid Lively Activities

By VINCENT CANBY

NEW ORLEANS, Dec. 11.—Paramount's Cecil B. DeMille production, "The Buccaneer," had its world premiere at the Saenger Theatre here tonight, climaxing two days of intense and colorful exploitation activities. These included a plaque for DeMille, parade of celebrities, banquets for the hungry, sazaracs for the foolhardy and even a reenactment of the 1812 battle of New Orleans by a large num-

(*Continued on page 4*)

German Catholic Unit Cites 'Me and Colonel'

Special to THE DAILY

COLOGNE, Germany, Dec. 11. — The German Catholic film commission has placed the U. S. motion picture "Me and the Colonel" on its list of this year's best films, it was announced here.

A Columbia release, "Me and the Colonel" stars Danny Kaye in the role of a Polish refugee fleeing from German occupation of France at the outset of World War II.

PERSONAL MENTION

HAROLD HECHT, president of Hecht-Hill-Lancaster, has returned to Hollywood from New York following meetings here with executives of United Artists.

•

J. MYER SCHINE, chairman of the board of Schine Enterprises, has arrived at his Roney Plaza Hotel, Miami Beach, from New York.

•

WILLIAM HART, of the Buena Vista accounting department, Atlanta, is undergoing treatment there at a local hospital.

•

BERNARD KAMBER, Hecht-Hill-Lancaster publicity head, arrived at the Roney Plaza Hotel in Miami Beach yesterday from Hollywood.

•

SOPHIA LOREN and her husband, producer CARLO PONTI, will arrive in Hollywood from Paris on Monday via the polar route.

Forthcoming Films Cited in Compo Ad

"Hollywood's faith in the motion picture industry is shown in the gigantic investment of $127 million in feature films, 112 of which are ready to go," says the 97th in the series of Compo ads in "Editor & Publisher," which will appear tomorrow.

The ad points out the news and advertising value of these films to the nation's newspapers, and urges extensive news coverage in the interest of their readers.

Anti-Trust Suit Settled

A $600,000 anti-trust action by William Infald, operator of the Franklin Theatre, in Nutley, N. J., has been settled and discontinued, according to papers filed in New York Federal Court yesterday. Plaintiff had sued the majors and three circuits in the area charging discrimination on runs and clearances in the operation of his theatre.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
"AUNTIE MAME" Starring
ROSALIND RUSSELL
FORREST TUCKER • CORAL BROWNE • FRED CLARK
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A WARNER BROS. PICTURE
and THE MUSIC HALL'S GREAT CHRISTMAS STAGE SHOW

Confer Quigley Showmanship Award

Presentation of the Quigley Grand Award for Showmanship in large situations was made this week to J. Clyde Fuller, Jr., (shown holding the plaque above) manager of Loew's State Theatre. Fuller was designated winner of the prize by chief executives of circuits and film companies in judging held last June. At the time he was manager of Loew's Kings Theatre, Brooklyn, and his campaign was an "Omar Khayyam." Present at the ceremony this week were Martin Quigley, Jr., editor of Motion Picture Herald (left) and Ernest Emerling and Eugene Picker, Loew's executives, with presentation made in the latter's office here. *M. P. Daily picture*

Princess Sophie Heads 'Inn' Bow Celebrities

Princess Sophie of Greece, socialite Lance Reventlow and Jill St. John headed an array of international dignitaries at last night's benefit premiere of "The Inn of the Sixth Happiness," staged at the Paramount Theatre for the Queen's Fund for Greek Orphans. The Buddy Adler production, which stars Ingrid Bergman, Curt Jurgens and Robert Donat, today begins a simultaneous east side-west side engagement at the Paramount and Plaza Theatres.

Accompanying Princess Sophie to the premiere was His Excellency Alexis Liatis, Ambassador from Greece to the United States, His Excellency Christian Palamas, Ambassador from Greece to the United Nations, and Madame Palamas.

Augmenting the royal party were such show business celebrities as Hermione Gingold, Shirley Booth, Roberta Peters, Faye Emerson, Joey Adams, Red Buttons, Renata Tebaldi, Dina Merrill, Bert Lahr, Polly Bergen and Pamela Curran, among others.

Tevlin Company Set

HOLLYWOOD, Dec. 11. — C. J. Tevlin, formerly associated with Howard Hughes as RKO studio head, has formed his own independent company to produce Mary Roberts Rinehart's "The Bat," which he purchased from Mary Pickford. No release deal is set. He will headquarter at Paramount-Sunset Studios.

Schwartz Wins Point, Loses Two vs. Century

Special to THE DAILY

WILMINGTON, Dec. 11. — Fred J. Schwartz was upheld in one contention by Chancellor Collins J. Sietz in the Court of Chancery here, but was denied two others.

Chancellor Seitz filed an opinion in an action by Schwartz against Century, Inc., a group of individual directors, which included his two brothers and a number of corporations.

In the opinion Chancellor Seitz held that certain defendants are liable for a discount benefit in the sum of $7,158.20 obtained for their trust fund from the sale of Century debentures.

Entitled to Unpaid Balance

The opinion likewise concluded that Schwartz is entitled to receive the unpaid balance due under the salary agreement made when the plaintiff severed his connection with Century and that the defendants are not entitled to recover any portion of the money previously paid.

Schwartz's application to cancel stock options granted to certain employees and the stock issued thereunder was refused by the chancellor. He also refused an accounting from director defendants for a portion of the contribution to the profit sharing trust.

What was granted to the plaintiff was an accounting that was concerned with Century's sale of debentures to the profit sharing fund.

Use TV, Radio

(*Continued from page* 1)

all nine dailies went into its second day. There was some disagreement among exhibitors, however, as to the effect of the strike so far on theatre business, some feeling it definitely had hurt and others saying they had noticed little difference.

Said one exhibitor: "Business is off this time of year anyhow and seems no worse or better than it has in the past this season."

With the strike, which started Tuesday night, certain to continue at least through Saturday there was special concern at the Paramount Theatre where 20th Century-Fox's "The Inn of the Sixth Happiness" had its gala American premiere last night. There were indications yesterday that most of the dailies would suspend even their limited publication today, meaning that no reviews of the picture would be printed this morning.

Radio Spots Extended

As a result, radio spots for "Inn," originally scheduled to continue only through Friday, have been extended through Sunday in addition to plans to broadcast the premiere festivities on radio last night. TV is also being employed to promote the picture, and this was accelerated, too.

Should the strike continue into next week the Beekman Theatre plans to cancel the opening of the French film "He Who Must Die," on Tuesday. While a special premiere for Monday night will go on as planned, the regular run will not be started the next day, the management said, as it is felt that newspaper reviews are particularly vital insofar as a foreign film is concerned.

Meanwhile negotiations between the dailies and the delivery workers union were scheduled to resume this morning at 10:30 o'clock. Papers involved are the News, Mirror, Herald Tribune, Times, Journal-American, World-Telegram, Post, Long Island Star Journal and Long Island Daily Press.

Program Prepared

(*Continued from page* 1)

of the executive committee, explained that a number of reports completed and presented by subcommittees yesterday had overlapping features which necessitated extended study to get in readiness for the main meeting today.

Fabian reported that all deliberations to date on the over-all ACE program have been harmonious. The membership meeting today will include about 50 exhibitor leaders from all parts of the country. The meeting can revise or discard proposals made by the executive committee, hence no disclosure of the latter's recommendations was made in advance.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stor Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vince Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Wa ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in t principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefel Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-Pre dent and Treasury; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a y as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as seco class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 1

Welcome Back, Jack!

WORLD-WIDE TRIBUTE TO JACK L. WARNER

DECEMBER 28–APRIL 4

The World-Wide Tribute to Jack L. Warner, in which every member of the Warner Bros. organization is participating, is our way of saying "Welcome Back, Jack!"–And we know, from the spontaneous and enthusiastic expressions already received from our exhibitor friends throughout the world, that it is your way of saying "Welcome Back", too. We wish publicly to acknowledge with warmest thanks the wholehearted response to this tribute to the president of our company.

The People of Warner Bros.

AND THE BIG
WARNER WEEK
FEB. 22-28!

A Warner Bros. Picture on every theatre screen!

N. O. Premiere

(*Continued from page 1*)

ber of cub scouts and several impetuous newspaper people.

Heading the Hollywood delegation were DeMille, Henry Wilcoxon and Inger Stevens. They and a large Paramount publicity crew led by Martin Davis and Herb Steinberg acted as hosts to newspaper and magazine writers flown in from the two major coasts.

In honor of the film's central character, Mayor deLesseps Morrison designated today "Jean Lafitte Day." He, city and state officials participated in tonight's parade and premiere festivities.

Adding interest to the standard hoopla is a local controversy over the authenticity of the film. One law suit already is pending. Today, in well publicized high dudgeon the Society of the War of 1812 in Louisiana withdrew its support from the film even though premiere proceeds went to the Louisiana Landmarks Council. The Society's decision obviously was reached only after an agonizing reappraisal and an advance screening.

At the luncheon today at which the city's Young Men's Business Club presented him with a plaque for his "distingished service to the public," De Mille took note of the public criticism: Said he: "History is full of legends which contain a truth deeper and larger than sober fact. It does not matter whether Lafitte fell in love with the governor's daughter or his grandmother."

The picture is off to a fine start.

Meanwhile, the voices of DeMille, star Yul Brynner and New Orleans Mayor deLesseps S. Morrison were carried by telephones to 1,500 newspaper writers and their guests at 29 individual dinner parties last night, each of which was attended by an average of 50 persons. Paramount Pictures, the host, arranged a closed-circuit telephonic hook-up from New Orleans to the 29 dining places. The speakers' voices came in over amplifiers.

The film was previewed at a theatre in each city following the dinners, with the audiences in the 29 theatres totaling some 25,000 of the country's most important opinion-makers. It was said to be the first time in motion picture history that a world premiere extended itself in this fashion across the country as a whole. The cities involved were Albany, Atlanta, Boston, Buffalo, Charlotte, Chicago, Cincinnati, Cleveland, Dallas, Denver, Des Moines, Detroit, Indianapolis, Jacksonville, Kansas City, Los Angeles, Memphis, Miami, Milwaukee, Minneapolis, New Haven, Omaha, Philadelphia, Pittsburgh, Portland, San Francisco, Seattle, St. Louis and Washington.

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The Buccaneer

(CONTINUED FROM PAGE 1)

is at war again with the British, who having destroyed Washington, are advancing toward New Orleans. Jean Lafitte and his buccaneer followers are courted by both sides since he is in possession of Barataria, the strategic "back door" to the Louisiana city that both armies wish to control.

Within this framework Lafitte is depicted as a freedom loving man with decent instincts who would have been willing to give up his career as a pirate in return for a pardon from the American government and acceptance as a citizen of the land.

Of action, there is plenty right from the start as Lafitte seeks to keep his men from plundering American ships. One of the pirates disobeys, gathers a band of renegades, and sinks a U. S. vessel called the "Corinthian," taking only one survivor, a cabin boy. Lafitte overtakes the buccaneer ship and hangs the captain after a rowdy set-to.

THERE ARE OTHER rough-and-tumble episodes, but the high point of the action is the recreation of the Battle of New Orleans. This is a long sequence that gathers in momentum as Jackson, whose men are short of ammunition, waits for Lafitte to keep his promise to join them and bring extra guns and powder. The arrival of the pirates just in time; the flare of rockets in the air as the battle begins; the charge of the red-coated British to the tune of bagpipes; and the bloody battle that ensues are presented with a true story-teller's eye for detail and pace.

And following this there is a lavish ball to celebrate the American victory which is presented in the grand manner expected of DeMille. Brightly colored and authentic costumes amid a luxurious decor dazzle the eye. The atmosphere is convivial and gay. And then this mood is naturally and dramatically interrupted by a crisis—Lafitte, after being pardoned, is denounced as the leader of the band which destroyed the "Corinthian." The sister of the girl he loves died on the ship, but the buccaneer refuses to defend himself. As the enraged Americans demand he be hanged on the spot, Jackson comes to the rescue.

The end finds Lafitte at sea again, his dream of becoming an American ended along with his hopes of marrying the American girl he loves. At his side now is the daughter of the renegade pirate Lafitte himself had hanged.

This is all presented in the DeMille manner, and the acting is appropriately grandiose. Brynner has donned a wig and moustache for the first time on the screen and makes Lafitte an arrogant and imposing figure. Heston slips easily into the makeup and mannerisms of Jackson again, and Boyer is colorful as the right hand man of Lafitte. Miss Stevens is lovely and elegant as the governor's daughter, beloved of the buccaneer, and Miss Bloom is her antithesis as a rough-spoken hoyden who also adores the man who hanged her father pirate. Other picturesque characters are played by a good supporting cast that includes Henry Hull, E. G. Marshall, Lorne Greene, Ted de Corsia and Douglas Dumbrille. The script was written by Jesse L. Lasky, Jr., and Berenice Mosk, from a screenplay by Harold Lamb, Edwin Justus Mayer and C. Gardner Sullivan, based on Jeanie Macpherson's adaptation of "Lafitte the Pirate," by Lyle Saxon.

Chalk up "The Buccaneer" as a box office hit.

Running time, 121 minutes. General classification. Release, in January.

RICHARD GERTNER

Yul Brynner, Claire Bloom, and Charles Boyer in "The Buccaneer."

Legion Pledge

(*Continued from page 1*)

in Catholic churches throughout the United States.

Bishop James A. McNulty, new chairman of the Bishops' Committee for Motion Pictures, Radio and Television, expressed optimism that the "large and influential section of the Catholic community" will support the Legion's objectives.

Since 1938, Catholics have renewed the Legion pledge annually in December in all U.S. churches.

Bishop McNulty of Paterson, N. J. recently succeeded Bishop William A. Scully of Albany as chairman of the entertainment committee.

The New Jersey prelate urged all Catholics to subscribe to the pledge and pointed to the "danger to moral health and intellectual development of children by the 'fast buck', horror pseudoscience and crime films aimed especially at youngsters."

Cummings Leaves

(*Continued from page 1*)

Goldwyn Company before MGM was formed. He has been MGM's manager of branch operations throughout its history. A 29 year veteran himself, Stockton first joined MGM in 1929 as a clerk in the New York Exchange.

Tent No. 35 Will Elect Officers Thurs.

The annual election of officers of Tent 35, Variety Club of New York, will be held next Thursday at Sardi's Restaurant at 12:30 o'clock, by the group's new canvasmen whose election was reported yesterday.

The 11 new canvasmen include Alex Harrison, Harry Brandt, James Velde, Ira Meinhardt, Robert Shapiro, Jack Hoffberg, George Waldman, Walter Framer, Charles Smakwitz, Jack Levin and Morris Sanders.

Spiegel Given Award

ROME, Italy, Dec. 11.—In a special ceremony held here yesterday Sam Spiegel was presented by Giovanni Gronchi, president of the Italian Republic, The Golden David by Donatello Statuette. This award, under the patronage of the president of the Italian Republic, was given Spiegel as the producer of the "Best Foreign Picture of the Year." "The Bridge on the River Kwai."

New Type of Screen Installed at Saenger

For the two New Orleans premiere at the Saenger Theatre—of "The Buccaneer" and its predecessor, "Mardi Gras"—a screen of new type was installed. It is an improved version of an all-plastic screen developed by the Technikote Corporation of Brooklyn, N. Y., coated to provide high gain in brightness without introducing side fall-off to an effective degree.

Coyne Tribute

(*Continued from page 1*)

paigns, as well as in other Compo endeavors. He was presented with a coffee set as a token of esteem from the hundreds of luncheon guests.

Efforts currently are being made to work out an arrangement by which Coyne's consultative services can be made available to Compo after he assumes his new post.

Speaker after speaker at the luncheon cited the never-say-die characteristics of Coyne's which helped bring one tax victory in Congress after another for the industry out of seemingly hopeless circumstances and after others had given up and gone home.

O'Donnell Recalls 1956

One such example in the 1956 effort that won the 90-cent exemption was described by Robert J. O'Donnell of Interstate Circuit, Dallas. Si H. Fabian, head of Stanley Warner Theatres, described Coyne's and his associate's, Ted R. Gamble's contributions to the nation's World War II financing program while with the U. S. Treasury.

Abe Montague, Motion Picture Association representative on the Compo triumvirate, lauded Coyne's personal qualities and praised Compo's achievements and potentialities. "MPA believes Compo serves a very valuable purpose," he said. "I shudder to think what might have happened to this industry if that tremendous tax load of $7 billions to $9 billions had not been lifted from our shoulders. It was not, of course a one-man job. Coyne's staff, headed by Charles McCarthy, and the cooperation of others all over the country, made it possible. But Coyne spearheaded it."

Coyne Praises Associates

In his response, Coyne also lauded McCarthy and other members of his staff; the contributions of the triumvirate, which included Sam Pinanski of American Theatres, Boston, O'Donnell, Pat McGee and others all over the country. He also cited the trade press and its cooperation not only in New York but in Washington and through its correspondents in many other cities.

The arrangements committee for the luncheon consisted of Martin Levine, Sol Strausberg, Phil Harling, Irving Dollinger and Montague.

Invocation by Msgr. Little

Monsignor Thomas F. Little of the National Legion of Decency gave the invocation.

Dais guests included the following: McCarthy, Jack L. Whittle, Samuel Pinzler, Edward Lider, Sidney Schreiber, John O'Connor, Sol Strausberg, Levine, Max E. Youngstein, Sidney Markley, Schneider, Sol Schwartz, Spyros P. Skouras, Marcus, Montague, Fabian, Mayer, O'Donnell, Pinanski, Barney Balaban, Harry Brandt, Ned E. Depinet, George Kerasotes, Leopold Friedman, Samuel Rosen, McGee, Max A. Cohen, William J. Germain, Dwight L. Spracher, Dollinger, Harry Hendel, Alton Sims, Msgr. Little and Father Patrick J. Sullivan.

Spyros Skouras congratulates his new television chief, Martin Manulis, at yesterday's interview.

M. P. DAILY picture

20th-Fox Sets TV Projects

(*Continued from page 1*)

he could spend as much as he wanted, as much in fact as the motion picture company spent—and that, this year, he said, was 60 million—and told him "the future success of 20th-Fox rests in your hands."

Manulis said he appreciated the blank check, announced 15 separate television projects, estimated he'll have nine ready by September, and predicted he might spend in their preparation as much as $15,000,000.

Company president Skouras' intent is to have in time an "equal or better" position in the TV world as "we have in the motion picture industry."

Manulis stressed his "setup" will be "remarkable": he will have the entire resources of the studio. Physically, at the moment, that means the "pico" studio. He has a staff of six, now. He will expand it.

His company's name now is 20th Century-Fox Television, and its sales representatives will be vice-president Irving Asher, and the William Morris agency.

Will Make 'Pilots'

He hopes the ideas behind his projects will sell them. He will make "pilots" where necessary. With or without immediate sales, he will proceed. His pictures are not for NTA, they are for the open market. Why so many? Because the studio is geared to do a "big production job." Personally, he is geared. He said making Playhouse 90 he had as many as seven shows a week.

Advertising vice-president Charles Einfeld, at Manulis' side, pointed out 20th-Fox has 28 stages.

Manulis stressed he and, he assumed, his sales department are open to any deal which is profitable."

There will be no color. He leaves that to RCA.

Here is the program:

"Mr. Belvedere," comedy using the film character, half hour weekly; "Esther Williams Show," half hour, with the actress participating or as hostess; "The Many Loves of Dobie Gillis," the Max Shulman character, half hour; "Helimarines," the new combat troops. half hour; "Sunny Side Up," comedy about a travel agent who doesn't travel, half hour; "Five Fingers," espionage, based upon the filmed story, half hour; "Whodunit," murder melodrama, half hour; "Profile," dramatic biography, one hour; "Festival," special, one and one half hour; "The Peggy Lee Show," comedy, half hour; "The 49ers," adventure in Alaska, half hour; "The Nanette Fabray Show," musical comedy, half hour; "Tales of Broadway," Garson Kanin stories; two series by writer Leslie Stevens; and a romantic adventure series, in the South Pacific, which James Michener will write.

He said his favorites, to which he will give his especial talents, would be "Profile" and "Festival." The latter will be "no gimmick." "We would like it to be 'the best show of the month' in drama and music, and all original."

NT Directive

(*Continued from page 1*)

summate a proposed merger with NTA.

Terms of the order had been agreed upon before yesterday' hearing by attorneys for the Department of Justice as well as NT. But Judge Palmieri pointed out that 20th Century-Fox has a 50 per cent interest in NTA Film Network, Inc. and this, he said, in effect brings about a "remarriage" of Fox with NT through the latter's part ownership in a distributing firm.

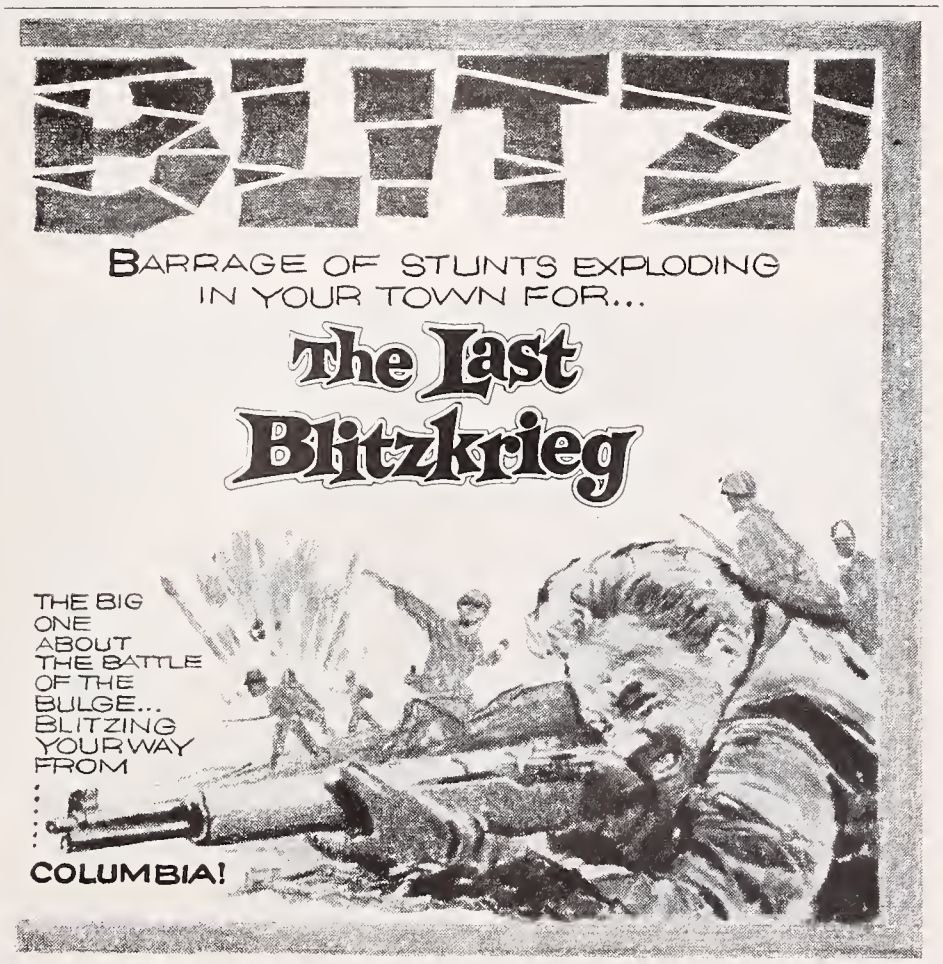
Judge Palmieri said he was "concerned" that this violated the separation of production and exhibition as required by the Consent Decree and ask the involved parties to submit additional information. A new hearing has been scheduled for next Friday, Dec. 19, at 2:15 P.M.

NT had argued that distribution of pictures to the extent contemplated would not unduly restrain competition. NTA now owns the rights to some 600 pictures but owns the theatrical distribution rights only to 90 of these, five of which are now in distribution to theatres.

Under the terms of the order NT would not be permitted to exhibit these pictures or any films or TV programs acquired hereafter in any of its own theatres unless and until it has offered all independents in any competing area an opportunity to bid on the pictures. It need not offer more than one such run, however, under the order.

W. B. Jones Dies

ATLANTA, Dec. 11. — W. B. "Bart" Jones, vice-president of Theatre Candy, Inc., and general manager of Blevons Popcorn Co. of America, died here at the age of 48. He was a native of Birmingham, Ala.



Royal Opening For 'Sixth Happiness'

Princess Sophie of Greece (right) lends a royal touch to the American premiere last night of Buddy Adler's "The Inn of the Sixth Happiness," at New York's Paramount Theatre. The Princess is welcomed by Danny Kaye and Mrs. Spyros P. Skouras, president of the Queen's Fund for Greek Orphans, which sponsored the glamorous opening.

Twentieth-Fox vice-president Charles Einfeld and Mrs. Einfeld (le greet beautiful Polly Bergen as she arrives for the gala festivities. 20 executives were thrilled by the tremendous reception accorded the Ma Robson-directed film by the opening night audience.

Metropolitan Opera star Roberta Peters and her husband, Bertram Fields, are on hand for the charity debut. The audience cheered the performances of Ingrid Bergman, Curt Jurgens and Robert Donat.

Stage and screen comedienne Hermione Gingold and Broadway favorite Joey Adams pause for photographers in the lobby.

Adding glamor to the evening is Dina Merrill with her husband, Stanley Rumbough, Jr. Miss Merrill stars in 20th-Fox's current new comedy hit, "A Nice Little Bank that Should be Robbed."

Robert K. Shapiro (right) managing director of the Paramount, welcomes international socialite Lance Reventlow and 20th-Fox beauty Jill St. John. Miss St. John stars in "The Remarkable Mr. Pennypacker," slated for January release.

Murray Silverstone, president of 20th-Fox International, enters the Paramount with Mrs. Luis Montes, prominent Mexico City socialite, and Mrs. Silverstone. "The Inn" today will begin a dual engagement at the Paramount and Plaza theatres.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 84, NO. 114 NEW YORK, U.S.A., MONDAY, DECEMBER 15, 1958 TEN CENTS

ACE Adopts Permanent Charter, Sets Agenda

Committee Reports Cover Government Action, Decree Changes, Production, Toll TV, Research, Trade Practices

The American Congress of Exhibitors became a permanent organization and unanimously adopted a program of initial activities deemed to be the most urgent of the problems facing exhibition at an all-day meeting at the Astor Hotel here on Friday.

Attended by more than 50 prominent exhibitors from all sections of the country, the meeting appointed Si H. Fabian, president of Stanley Warner Theatres, its first permanent chairman for a period of three months. The chairmanship will be rotated every three months thereafter, with the main administrative committee designating a successor from among its membership. Fabian has been temporary chairman of ACE during the organizing period since Nov. 14.

Five Groups Contributing

The organization will establish an office, probably in New York, with a paid staff to be selected. Its budget and method of collecting dues have not been finally determined, Fabian said following Friday's meeting. Initial expenses of the organization are being met by "nominal" contributions by the five exhibitor organizations participating in ACE—Allied States, Theatre Owners of America, Independent Theatre Owners Ass'n. of

(*Continued on page 4*)

eo. Skouras Optimistic

A Circuit Has Quarter Business Gain

rosses Up 10% Over revious 'Minus' Year

Jnited Artists Theatre Circuit ex- ts the future "to show greatly im- ved results in view of the manage- nt's program with respect to its atre properties and with respect the production of quality pictures," orge P. Skouras, president, tells ckholders in a letter included in annual financial statement released the weekend.

During the fiscal year ended Aug. the company had a net loss of 41,000 as compared with a net fit for the prior year of $219,000. However, Skouras said, in the past ee months business has been im- ved more than 10 per cent over same quarter of the previous year l these gains are expected to con- ue.

Skouras said the improvement can attributed "to the fact that some the producers are now producing

(*Continued on page 2*)

do Contributions Are 325,497 in 3 Months

From THE DAILY Bureau

LONDON, Dec. 14.—Contributions alling £116,249 ($325,497) have n received by the Film Industry fense Organisation (FIDO) during first three-month period of opera- n.

Set up in August by the five main trade associations FIDO aims at ing the television rights of Brit-

(*Continued on page 2*)

KO Theatres Start -B Contest This Week

RKO theatre managers, both in and of New York, will participate in usiness building campaign contest rting Wednesday, it was announced the weekend by Harry Mandel, O vice-president in charge of op- tions. Idea for the contest, which

(*Continued on page 2*)

Dismissal of Skouras Vs. RKO Suit Upheld

Dismissal of anti-trust litigation by Skouras Theatres against RKO Theatres and List Industries, its parent company, was upheld by New York Federal Judge Edward Dimock at the weekend. The action, which had been pending for several years, was a suit by Skouras against the RKO circuit and the major distributors except for 20th Century-Fox charging discrimination in giving product to RKO theatres in the New York metropolitan area.

Settlement by RKO and List with

(*Continued on page 2*)

Seek Theatre List for U.K. 'Third Circuit'

From THE DAILY Bureau

LONDON, Dec. 14.—Inquiries are proceeding with a view to compiling a list of theatres likely and willing to participate in the constitution of a National Circuit. This was announced after a meeting of exhibitors to discuss the formation of a third circuit following "rationalisation" of the Rank and Odeon groups.

The main object of the proposal was

(*Continued on page 2*)

Coyne Signs Contract As D.S.I. President

Robert W. Coyne, whose resignation as special counsel for Compo becomes effective Jan. 1, signed a six-year contract as president of the Distilled Spirits Institute, Washington, D. C., on Friday. The contract has an option to renew for another six years and its terms are guaranteed by five of the principal distillery company members of the D.S.I.

The Compo triumvirate has consulted with Coyne on an arrangement by which he will continue to give consultative services to Compo in the future. At his request he was released from his contract with Compo which had two years to run.

U.S. Reasserts Views In 'U'—Screen Gems Case

The government reasserted its view that "price-fixing" between competitors is involved in the sale of Screen Gems, Columbia subsidiary, of the Universal Pictures' pre-1948 film library in briefs filed in U.S. District Court at the weekend. The briefs were supplements in support of motions made by the U.S. Attorney General for summary judgment for the government and/or a preliminary injunction barring further distribution of the Universal films to television pending trial of the suit.

Defendants in the suit did not file supplemental material at the weekend

(*Continued on page 5*)

Industry Census Lists To Be Mailed Jan. 15

From THE DAILY Bureau

WASHINGTON, Dec. 14.—Census Bureau officials said the first questionnaires for the 1959 census of the motion picture industry will be mailed out around Jan. 15.

These will be questionnaires going

(*Continued on page 2*)

NAC Western Meeting In Las Vegas Feb. 9-11

Special to THE DAILY

LAS VEGAS, Dec. 14.—The 1959 Western regional conference of the National Association of Concessionnaires will be held Feb. 9-11 at the Hotel Riviera here, with Harold F. Chesler of Theatre Candy Distributing Company, Salt Lake City, first vice-president of NAC, presiding.

19 Legal Actions Not Serious, Bronston Says

A total of 19 legal actions, the latest of which was an involuntary bankruptcy action filed Dec. 11, are "embarrassing" but hardly to be considered hazardous to the completion or release on schedule of "John Paul Jones." Samuel Bronston, producer of the picture, and his attorneys, Irwin Margulies and Ferdinand Wolf, told the press Friday that total claims against John Paul Jones Productions in all the actions are less than $20,000.

Bronston arrived in New York last

(*Continued on page 2*)

PERSONAL MENTION

DARRYL F. ZANUCK returned to Hollywood at the weekend from Paris.

•

MAURICE SILVERSTEIN, vice-presi- of Loew's International, who recently returned to New York from Hollywood, left here over the weekend for London.

•

NORBERT AUERBACH, Columbia Pictures European sales director, and ERIC MUELLER, sales manager for Germany, have arrived in Hollywood from the Continent.

•

JACK BRODSKY, 20th Century-Fox trade press contact, and his wife, DOROTHY, returned here over the weekend from their honeymoon in Acapulco, Mexico.

•

HELEN WHITSON, official of the Ealing Studios, London, returned to England from New York on Saturday via B.O.A.C.

•

DAVID E. DIENER, vice-president of Monroe Greenthal Co., will arrive in Hollywood today from New York.

•

SOL WURTZEL, unit production manager for 20th Century-Fox's "Holiday for Lovers"; HENRY LEVIN, director; CHARLES CLARKE, cinematographer, and ELI DUNN, assistant director, left Hollywood on Saturday for South America.

•

SANFORD W. WIENER, vice-president of Film Representatives, Inc., returned to New York on Friday from Toronto and Montreal.

•

CARLOS JUSTIN, VICTOR MADDERN and NEAL MCCALLUM, British actors, returned to London from New York on Saturday via B.O.A.C.

•

DON YARBOROUGH, of the 20th Century-Fox exploitation department, has arrived at the Roney Plaza Hotel in Miami Beach from New York.

Seek Theatre List

(*Continued from page* 1)

the desirability to create a market to justify the expansion of production from all sources to offset the present decline.

A representative committee of exhibitors from all parts of the country attended the meeting. A further meeting will take place in the immediate future.

UA Circuit Has 13-Wk. Gain

(*Continued from page* 1)

motion pictures of a better quality and are distributing them at more regular intervals throughout the year."

UATC plans to continue to rid itself of theatre properties "no longer considered of value for motion picture exhibition purposes," the executive pointed out. "This program will continue," he said, "until your management is satisfied that it has retained only those properties which will give it a profit in its future operations. We are confident that the motion picture industry will always have a ready patronage so long as the public is given the type of entertainment which it desires."

Skouras also reported to the stockholders on "South Pacific," which was financed through Magna Theatre Corp., in which the UA circuit has invested.

The picture will have been exhibited in from 85 to 100 theatres in Todd-AO by Jan 1, 1959, and is expected to be one of the top grossing films in the industry

"At this date," Skouras said, "proceeds derived from the distribution of 'South Pacific' have met its distribution, print and local and national advertising expenses, in addition have paid $2,030,000 of principal and interest on its production loans. Included in the payment is $850,000 of principal against the $2,500,000 loan obtained by your company to partially finance the cost of production. $350,000 of the above mentioned payment of $850,000 has been paid in advance of its normal due date. Based upon the present results of distribution the remainder of the $2,500,000 loan should be paid prior to the end of next year. Your company will also receive a 10 per cent profit participation in 'South Pacific' for its services in connection with this borrowing."

SPG Proposes Meeting With MPA Unit on Jobs

The Screen Publicists Guild has proposed an immediate meeting with the MPAA's advertising-publicity directors committee to explore new job possibilities for Guild members who are presently unemployed. The conference was suggested by Nat Weiss, SPG chairman, and Ben Berman, District 65 organizer, in a letter to Charles Simonelli, chairman of the MPAA committee.

The Guild, in its letter, also expressed approval of the MPAA's newly-established registry of available ad-publicity-exploitation personnel and offered to make available to the MPAA the roster of SPG members who are qualified to take over jobs in the film promotion field.

Census Lists

(*Continued from page* 1)

to independent exhibitors. About a week later, forms will be sent to theatre circuits, and forms will be mailed producers, distributors and service firms about the end of January.

The questionnaires, seeking information on 1958 business operations, have been slightly rearranged in form from the 1955 census, but seek to obtain basically the same type of information.

Lippert and Zabel Sign

HOLLYWOOD, Dec. 14.—Robert L. Lippert and Edwin Zabel have signed the deal whereby they acquire the 10 theatres of the Southside circuit here, as well as a lease on the Hollywood Paramount. Details were published in MOTION PICTURE DAILY, issue of Dec. 4.

Skouras - RKO

(*Continued from page* 1)

Skouras was announced late in August, and included termination of a counter claim filed by RKO against Skouras, 20th-Fox, and the Skouras brothers. At that time settlement involved Skouras and RKO only with the action against the distributors still pending.

The remaining defendants — Paramount, Loew's, Warner Bros., Columbia, United Artists and Universal—had sought to stop the dismissal of the suit, claiming it was an advantage to them to have RKO and List remain in the action. In the event they lose the case, the remaining defendants stated, they would assert a claim of contribution against RKO under Federal rules.

In granting the dismissal, Judge Dimock said, "Doubtless the position of the objecting defendants would be more favorable with the moving defendants as co-parties with them. But I can think of no reason in law or justice why the moving defendants, having bought their peace from the plaintiffs, should be required to continue as co-parties with the objecting defendants for their sole benefit."

RKO Theatres

(*Continued from page* 1)

will run for eight weeks, was conceived at the division and theatre manager meetings held here recently by the circuit.

The contest is designed to stimulate business in each theatre to the extent of topping the corresponding weeks of last year. Grand prize will be a full week's all-expenses-paid vacation for two in either Hollywood or New York City.

TENT TALK

Variety Club News

BUFFALO—Tent No. 7 has elected Fran Maxwell, United Artists office manager, as chief barker for 1959. Other officers elected are: Isador Erichman, Universal branch manager first assistant; Alfred E. Anscombe manager of radio station WINE, second assistant; Charles Siegert, of the "Courier-Express," secretary, and Myron Gross, of Cooperative Theatres treasurer.

△

BOSTON—Kenneth Douglass, president of Capitol Theatre Supply Co. has been elected chief barker of Variety Club of New England. James Marshall is first assistant, Philip Lowe second assistant; Reuben Landau dough guy, and James Stoneman property master. The crew is made up of the above officers, and Theodor Fleisher, Arthur Lockwood and Albert Lourie.

19 Legal Actions

(*Continued from page* 1)

week from London where he has been supervising the scoring of "John Paul Jones," scheduled for early release by Warner Bros., and planning his next production, "The Son of Men," which is to start shooting in Jerusalem in March or April.

The court actions have been filed by Bernard Glassman, formerly an accountant and tax adviser for Bronston.

The picture, an historical spectacle stars Bette Davis, Robert Stack, Mc Donald Carey and Charles Coburn. It is reported to have cost $4,000,000. Financing was furnished by Pierre Dupont, 3rd, Stuyvesant Pierpont, Laurence Rockefeller, Charles Dana and family, V. D. Jackson, former Ambassador Ernest Gross, General Motors, Firestone Tire and Rubber Co., Eastman Kodak and Warner Brothers.

In some of the actions, Glassman claims to control 50 per cent of the company. Bronston say he was only an employe. He attributes some of his troubles, which he described as "embarrassing," to the fact that Glassman had a power of attorney to act for him while he was abroad.

Fido Contributions

(*Continued from page* 1)

ish films which would otherwise have been shown on TV screens. Its funds come from a levy on box office receipts.

Negotiations are stated to be on hand for the acquisition of covenants not to televise a number of feature films. In future, FIDO proposes to issue quarterly statements about its affairs.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Ston Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vince Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Was ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in t principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefell Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-Pres dent and Treasury; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a ye as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as secon class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10

'HOUSE ON HAUNTED HILL" AND EMERGO WIN ENTHUSIASTIC N. Y. RECEPTION

"HOUSE ON HAUNTED HILL," which presents the new electronic device EMERGO, was shown by Allied Artists on the East Coast for the first time Thursday night at the RKO 86th Street Theatre in New York. EMERGO, which projects a skeleton from the screen over the audience, received an enthusiastic welcome from the excitement packed audience of exhibitors, magazine editors, radio and television representatives and newspapermen. Starred in the William Castle-Robb White film are Vincent Price and Carol Ohmart. The picture will launch the Morey "Razz" Goldstein appreciation sales drive for Allied Artists.

Morey R. Goldstein, Allied Artists vice-president, with Mrs. Goldstein (left) and Anna Maria Powell, "Miss Belgium of 1958."

lliam Castle, producer-director of "House on Haunted Hill"; Edward rey, AA vice-president; Robert Sherman of Walter Reade Theatres.

Archie Berrish, RKO Theatres; William Castle; and George McKenna, Lafayette Theatre, Buffalo.

k Cusack, Victoria and Astor Theatres, and orey R. Goldstein.

Norton V. Richey, president, AA International, and Anna Maria Powell.

William Castle and Ted Minsky of Stanley Warner.

ACE Adopts Charter, Program of Activities

All-Industry Meeting to Be Sought Quickly

(*Continued from page 1*)

N. Y., Metropolitan M. P. T. Ass'n. and Southern California TOA.

The staff and executive officer, if it is decided to employ one, will be selected by a committee headed by Robert J. O'Donnell.

The committee on producer-exhibitor-distributor relations, whose report on an agenda of subjects for discussion with other industry branches was unanimously adopted, will endeavor to arrange for a meeting with distributors at the earliest possible date. Preliminary discussions are to determine whether the meetings will be held with all companies jointly, or individually; whether the topics to be discussed are for joint or individual company discussion and whether the meetings should be with company heads or heads of distribution.

Presumably, similar considerations will be determined in advance of meetings with production companies.

Horace Adams, Allied States president, is chairman of the committee, but is in Europe at this time and was represented by Irving Dollinger. His report covered such subjects for discussion as new film marketing methods; print shortages; modernization of clearance; clearances, runs and availabilities; new stars; advertising; prereleases to the Armed Forces; block selling; price-fixing, including indirect price - fixing; competitive bidding, orderly release and arbitration.

Fabian Stresses Mutuality

Fabian said ACE will approach the conferences with the sole idea that the problems are mutual ones and their solution will contribute to a healthier industry for all.

Among other reports submitted and adopted at the meeting was one on industry-government relations, which called for clarification of block booking regulations; discussion of consent decree changes; exemption from antitrust laws; government financial aid to theatres; and eligibility of exhibitors to serve on film company directorates.

Other reports deal with disposition of post-1948 film libraries; toll television; means of increasing production; and industry market research.

The meeting also authorized its executive committee to confer with the triumvirate of the Council of M. P. Organizations (Compo) to decide which of the matters on the ACE agenda should properly become part of the Compo agenda.

In connection with its report on increasing production volume, the committee's report emphasized the desirability of exhibitors purchasing stock, "regardless of amount," in production companies, and urged them to do so immediately "as a concrete manifestation of support and confidence in the management of these companies."

On the report on post-'48 film libraries by the committee of which William Forman of Los Angeles was chairman, the sense of the meeting was that it is imbued with more "complex, legal ramifications" than any other subject on the conference agenda. It continued: "The committee will undertake to discuss its plans with the appropriate governmental agencies and will report the results in detail as soon as practicable."

Reticent on Clarification

Members of the committee declined to answer reporters' questions for clarification of this statement, as they said, "on the advice of counsel." However, it is known in the trade that the principal legal barrier in the subject is that consent decrees prohibit Loew's Theatres, National Theatres and Stanley Warner from participating in any exhibitor program which has for its aim the purchase from production-distribution companies of their post-'48 film libraries. Such plans have been broached from time to time by virtually all of the exhibitor organizations. The decrees of AB-PT and RKO Theatres do not prohibit them from participating in film distribution. However, the legality of a single organization handling more than one company's product is at issue in the pending government anti-trust suit against Columbia, Universal and Screen Gems.

ACE spokesman and members emphasized the high degree of unanimity that has marked all of the organization's sessions. It was also stressed that ACE will rely greatly on its area committees for the effectiveness of its work and has patterned them after the highly successful War Activities Committees.

Following are highlights of the committees' approved reports.

Trade Practices

A 12-point agenda on trade practices was proposed to be taken up in a meeting with the heads of distribution by the committee on producer-exhibitor-distributor relations of ACE. Acting chairman of the committee is Irving Dollinger, serving as alternate for Horace Adams.

Marketing methods, including sales policies and terms, was number one on the agenda. The committee suggests that distributors consult with exhibitors in advance on any new marketing methods they contemplate so these will be equally profitable to both groups. "It is our feeling that sales policies and terms on these pictures as well as on all pictures must be equitable," the committee added.

Other proposed topics include shortage of prints; modernization of clearance; clearances, runs and availabilities; development of new stars; advertising; pre-release to armed forces; block selling; price fixing—direct and indirect; competitive bidding; orderly release of pictures; and arbitration systems.

Clearance Major Factor

Most important problem in the shortage of prints, the committee declared, is that "long established runs are being completely destroyed and historical clearances being illegally extended." Modernization of clearance is "definitely the responsibility of distribution," it said, and "exhibition will cooperate in every way possible to the extent that the law allows to improve the present clearance problems."

Clearance, runs and availabilities tie into this modernization as well as the shortage of prints, the committee pointed out, and it feels these must be among the subjects for arbitration.

'New Talent' Called Vital

On development of new stars the report asserts that exhibition must do its part in playing pictures introducing new talent. On advertising it is proposed that each company give each picture of next year's line-up to a different advertising agency to handle. "We would also like to see the film companies spend part of their advertising budget locally on campaigns in playoffs following the first run," the report adds.

The committee asks further for discussions with exhibition on finding a solution for theatres suffering unfair competition from military camps in their area.

To voluntary block selling exhibition has no objection, according to the report, and only insists that there be no return to forced block selling. Opposition is expressed emphatically to "any attempts of price fixing on the part of distribution."

Competitive Bidding Treated

On competitive bidding the report states: "This, in itself, has been of advantage to exhibitors in competitive situations in many instances. Generally, however, the only beneficiary has been the distributor. Whether there can be found some method of eliminating this type of competitive bidding where one or two of a group of competitive exhibitors ask for bidding, is hard to determine at this time. Bidding should only be instituted at the request of one or more exhibitors in substantial competition with each other."

Toll-TV Report

Exhibitors must continue to oppose all forms of toll-TV, whether by air or cable, and take all necessary action in this regard, according to the report

Five-Pt. Plan Set to Oppose Toll-Television

of the ACE toll-TV committee headed by George Kerasotes.

The committee recommends a program of five steps as follows:

1. That appropriate representation be established before all proper governmental agencies to oppose toll-TV in all forms.

2. That the committee be authorized to undertake all necessary action to achieve the purposes and aims to ban all forms of toll-TV.

3. That it be authorized and empowered to engage legal counsel, engineers, economists, public relations and any other professional or other help to present a solid opposition to all forms of toll-TV.

4. That exchange area chairmen be appointed and designated to carry on a grass roots campaign to the proper governmental, civic and community bodies in the public interest and to oppose all forms of toll-TV.

5. That the committee be authorized to raise funds to carry out the objectives as set forth herein to oppose all forms of toll-TV.

Government Relations

Starting with the frank assertion that "This is no time for modesty," Sol A. Schwartz, chairman of the committee on industry-government relations, called for a united effort on the part of the industry for remedial changes in the consent decrees.

"Our industry today has changed so radically from what it was when the decrees were originally considered, that we should not hesitate to request the Justice Department to take a new and unbiased look at our industry," the report said. "Of course, it added, "if some of the remedial measures necessary . . . are beyond the scope of any Federal agency, action from Congress should be solicited."

Urges Unanimity

This action by legislature, he cautioned must be urged by the industry as a whole, not with different segments asking different things.

The committee recommended first of all that an expression be solicited from the Justice Department "that group picture buying and selling are specifically authorized in those cases where there is no competing exhibitor for the run to be licensed who asks for picture by picture selling."

Without analyzing the decree clause by clause the report the recommended a number of changes to be obtained either by altering inter

(*Continued on page 5*)

SPACE AVAILABLE

For Film, TV, Advertising Agency Production — 1,750 Sq. Ft. — Screening Room, Offices, etc., 42nd St. 5th Ave. Location.

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PEOPLE

John P. Masters, manager of the apitol Theatre, Nashville, a unit of escent Amusement Co., with which has been associated for 50 years, as honored by the circuit with a roll presented him by **Mrs. Tony idekum,** widow of the founder and ow honorary chairman of the board directors.

□

Margaret G. Twyman, director of e MPAA community relations de-artment, has been appointed a mem-er of the board of directors of the ational Family Life Foundation.

J.S. Reasserts

(*Continued from page* 1)

aving argued previously that the Co-mbia and Universal film programs stributed by Screen Gems are com-ementary rather than competitive. ederal Judge Sylvester J. Ryan is pected to rule on the motions ortly.

In its additional briefs Friday the overnment also stressed it was not king the court to enjoin any agree-ents on Columbia or Universal pic-res already entered into prior to is-ance of the injunction.

Previous late developments in the nti-trust action were reported in OTION PICTURE DAILY last Thursday.

Coast Paramount Sold

LOS ANGELES, Dec. 14. — The owntown Paramount Theatre Build-g has been sold to David Shusett, everly Hills investment firm, by Cal ar Theatres of New York, represented y Paul Levin. The deal is reported have involved more than $2,000,-00. No change in current operation contemplated, Shusett declared.

W-K Banquet Today

ATLANTA, Dec. 14.—J. H. Harri-n, film buyer for the Wilby-Kincey rcuit here, has invited theatre book-s, managers and their sales repre-ntatives to the W-K annual banquet, hich will be held here tomorrow.

Committee Reports Treat All Facets of Industry

(*Continued from page* 4)

pretations of the decrees or by legislative action. These were:

That exhibitors not now permitted to do so, be allowed to produce pictures and distribute them with the further right to show them first in their own theatres.

That the injunction prohibiting pooling agreements be suspended to permit the formation of pools creating for the purpose of sustaining business rather than limiting it. This could be limited to a three-year test period.

Decree-Conformance Suggested

That the decrees of Loew's, Inc. and 20th Century-Fox be amended to conform to the decrees for other companies so that exhibitors may have the right to sit on their boards of directors.

On the question of Government financial aid the committee felt that the qualifying conditions for loans from the Small Business Administration are unnecessarily restricted. Specifically the committee recommended that the present ceiling of $1,000,000 annual receipts be interpreted as applying to individual theatres rather the group of which they are a part and that all theatres, whether drive-in or indoor, be brought within SBA jurisdiction.

Increasing Production

Recounting the decline in production from a total of 497 features in 1941 to a probable 238 this year, S. H. Fabian, chairman of the committee on ways and means to increase production, said, "So far as I know we are the only retail business in the world with an invested capital of over two and a half billion dollars operating without an inventory."

Of five specific recommendations the vital one was that "exhibition pledges its whole-hearted support to help maintain all existing sources of production." To this end, Fabian said, exhibitors must unite in offering assistance whether it be money, playdates or both, to the management of any company confronted with financial difficulties or with an organized attempt to liquidate that company. He further said, "Exhibition should be prepared to acquire in whole or in part, the stock of any picture producing company which despite all prior efforts to preserve it, is in danger of being forced out of business or of being liquidated."

Proposals Cover Several Fields

Other recommendations were:

That exhibition impress present producers with the desirability of producing more pictures.

That the decrees be changed so that all the divorced circuits are permitted to produce and distribute pictures with pre-emptive rights.

That more foreign films be produced aimed for the American market.

That exhibitors should subsidize independent producers and distributors, the subsidy to be in the form of contractual playdates and/or money.

Field of Research

What is needed in the field of research to aid the motion picture industry is outlined in the report of Max A. Cohen, chairman of the ACE industry research committee. The report breaks down research into several categories which the committee feels represent "some of the most important facets that require attention and study."

Of first importance, the committee states, is finding out how the American public spends its amusement dollar and how much of that dollar the motion picture theatre is receiving. This survey should include finding out who is the average motion picture patron today, not so much in point of age as type of person, skilled or unskilled, etc.

Criticizing present film advertising, the committee asks research to find out what is wrong with current methods and what should be adopted instead. A market survey is proposed which would take up the question of advance admission prices.

Research must also be undertaken on "styling," the report observes, to point the way for a "completely new and revolutionary concept in the production of pictures," including development of new talent in every department of production.

Other subjects proposed for research include modernization of the physical theatre, with statistics acquired to use in seeking government financing. In the field of techological development research will be particularly important, the committee states, "which is not going to be so much a matter of statistics, but an actual scientific program whereby exhibition and production both can benefit by the present advances that are now being made and of which we are not taking full advantage."

Large-Screen Color-TV Favored

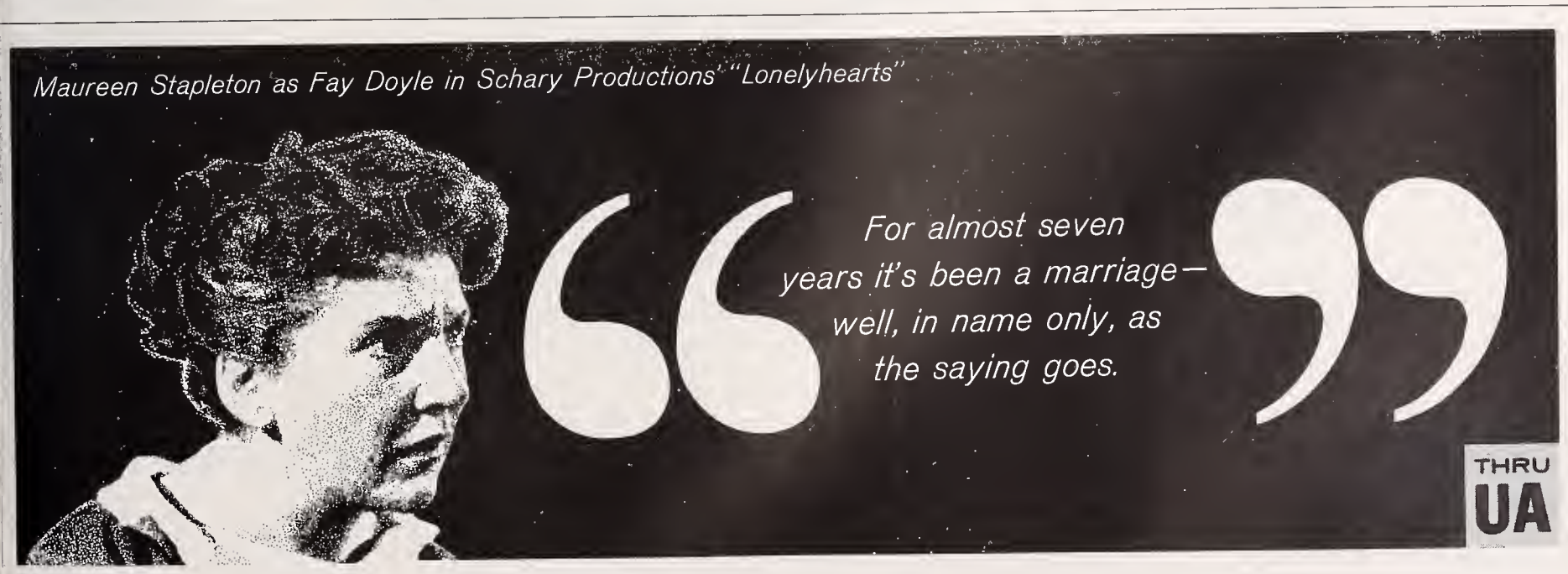
Mentioned in this respect is the "first step toward third dimension without glasses," which the committee has seen. Use of large screen television in color is also advocated.

On the subject of financing, the committee expresses the hope that research can evolve a plan for supporting ACE at the organizational level at possibly the least minimum cost to each individual member of ACE. The committee, together with the members of the executive committee, has been exploring the possibilities of having the short subjects fund money, which is now being trusteed and amounts to about $60,000, signed over to ACE.

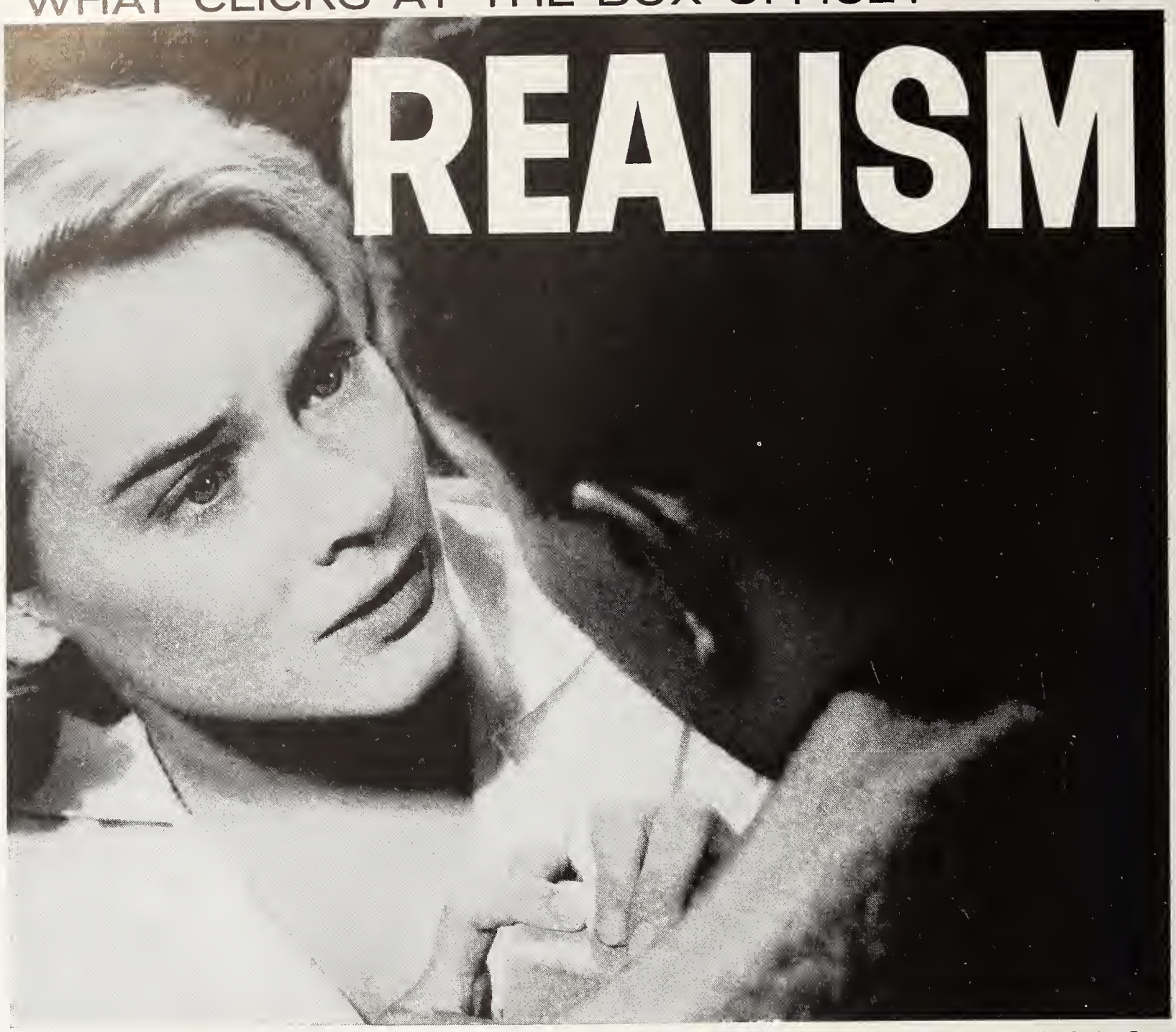
Advertising stills are criticized by the committee and steps urged to convince distributors of the value of good ones in marketing all films.

'Villa!' Bows Dec. 25

Plato Skouras' production of "Villa!" will have its New York opening on Christmas Day at Loew's State, giving 20th Century-Fox a trio of major productions on Broadway for the holiday season. Others are "The Inn of the Sixth Happiness," now running simultaneously at the Paramount and Plaza Theatres, and Leo McCarey's "Rally Round the Flag, Boys!", which world premieres Dec. 23 at the RKO Palace Theatre.



WHAT CLICKS AT THE BOX OFFICE?



A scene from Jerry Wald's IN LOVE AND WAR for 20th Century Fox.

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TRADE-MARK

bring out photo-realism with the brightest light on earth!

"NATIONAL" CARBON ARC
brightest man-made light!

Today's money-makers are big, bright, *realistic* pictures. To show them, you need brighter-than-ever lighting.

"National" arcs bring out all the *realism* Hollywood puts on film, with the brightest light on earth. And, because these arcs match the sun's color balance, deep colors come alive. Wide screens show vivid detail. Outdoors, sharp images travel hundreds of feet. Indoors, "National" carbon picture-brightness allows comfortable house lighting.

These slower burning "National" Projector Carbons help cut operating costs: "Suprex" 7mm, 8mm and 9mm carbons — 10mm, 11mm and 13.6mm High Intensity Carbons.

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All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

OL. 84, NO. 115 NEW YORK, U.S.A., TUESDAY, DECEMBER 16, 1958 TEN CENTS

udge Murphy Dies

Re-Trial Likely Of Embassy, Goldwyn Suits

laintiffs or Defendants an Demand New Start

Special to THE DAILY

SAN FRANCISCO, Dec. 15.—Fed-l District Judge Edward Murphy, o presided at the lengthy trials of ti-trust suits brought by Samuel ldwyn Prods. against Fox West ast Theatres and others, and Em-ssy Theatres against major film dis-utors here, died yesterday of a rt attack.

Attorneys believe both cases will ve to be re-tried. Judge Louis E. odman, chief of the U.S. District urt here, stated that if either side moves the suits will have to be d over again from scratch before specially designated Federal judge. us the long legal business of briefs, timony, detailed findings of facts l law and final arguments would gin **again.**

The attorneys could stipulate, how-r, that a new judge pick up the

(*Continued on page* 6)

heatres Exempt from Blue Laws' in Ohio

Special to THE DAILY

COLUMBUS, O., Dec. 15. — Sale theatre tickets, along with athletic tests, 3.2 beer and "items of essity" are exempt from the state's day-closing "blue laws" which yor M. E. Sensenbrenner is deter-ed to enforce here.

The mayor's action is being taken

(*Continued on page* 2)

ir Arthur Jarratt Dies; .K. Industry Veteran

From THE DAILY Bureau

LONDON, Dec. 15.—Sir Arthur ratt, president of the Kine-tograph Renters Society and active many other industry organizations years, died yesterday following a g illness. He was 64.

Sir Arthur was knighted in 1956 for

(*Continued on page* 6)

Radio, TV, Trucks, Heralds, Posters Supplant Papers for Film Openings

With four major pictures opening on Broadway tonight, tomorrow and Thursday, distribution ad officials and theatremen yesterday were keeping one ear tuned to the nearest radio for news of the newspaper strike and the other glued to a telephone trying to buy radio or television space to bolster their weakened campaigns.

Rank Films, opening "A Night to Remember" at the Criterion tonight, over the weekend had lined up 50 spots on the NBC network and on WRCA TV for both New York and

(*Continued on page* 6)

Films' Future Rosy: Zanuck

By SAMUEL D. BERNS

HOLLYWOOD, Dec. 15. — Darryl F. Zanuck expressed complete confidence in the future of American motion pictures, and frowned on unwarranted gloom in Hollywood attributed to TV, in a trade press conference this morning at the 20th Century-Fox studios.

The producer, here until the end of the year to sit in on editing of "Compulsion," produced by his son,

(*Continued on page* 2)

DeMille Will Receive Dramatic Award Today

Cecil B. DeMille today will receive the American Academy of Dramatic Arts' 1958 Alumnus Achievement Award at a luncheon in the White and Gold Room of the Plaza Hotel here.

Miss Frances Fuller, president and director of the Academy, will present the award to the producer, who graduated from the Academy in the Class of 1900. Lee Bowman, actor and member of the Academy's Advisory Council, will be luncheon toastmaster.

FPC 9-Months Net Up $340,000 Over 1957

Special to THE DAILY

TORONTO, Dec. 15.—Net profits, as yet unaudited, of $2,084,170 were reported here by Famous Players Canadian Corp., for the first nine months of the current year. The result compares with a net of $1,752,264 for the first three quarters of 1957.

Excluding profits realized on sale of

(*Continued on page* 6)

Set First ACE Area Meets in Dallas, N.H.

First of the area meetings of the American Congress of Exhibitors which ultimately will be held in every exchange center in the country to mobilize a grass roots organization for ACE have been called for today in New Haven and Dallas.

Albert M. Pickus, of Stratford,

(*Continued on page* 6)

TOA Protests Downbeat Trade Story By UPI; Asks 'Corrective Action'

Theatre Owners of America has issued a strong protest to United Press-International against a Hollywood feature story which asserted among other things that the "movie business has never had it so bad."

The protest, sent to UPI president Frank Bartholomew by George Kerasotes, TOA president, requested that "corrective action would be instituted which will counteract the erroneous picture left with the public by this story."

In his reply, Bartholomew said the matter would be investigated, indicating that further action would be taken if found warranted.

The article was based on the reduction in Hollywood production and, Kerasotes contended, left the impression that "our industry's future is in great jeopardy and that soon very few movies will be available to the public."

He conceded that fewer features are being produced but pointed out that "mere numbers of films is no criterion or indicator of the health

(*Continued on page* 2)

Confident

Col. Officers Predict New Gains Ahead

Annual Meeting Reelects Directors; Votes Options

With the program of its new administration being carried out as rapidly as possible, Columbia Pictures looks forward to the future with confidence and the expectation that the results will begin to show late next year and throughout 1960, Abe Schneider, president, said following the company's postponed annual meeting of stockholders at the home office yesterday.

A. Schneider

The meeting, Columbia's 35th and Schneider's first as president, re-elected the entire slate of nine directors for another year, approved an employment contract and stock op-

(*Continued on page* 6)

Elect Jackter, Kastner Col. Vice-Presidents

Rube Jackter, Columbia general sales manager, and Lacy W. Kastner, president of Columbia International, yesterday were elected vice-presidents of the company at the board meeting following the annual meeting of stockholders at the home office.

The board also declared a stock

(*Continued on page* 6)

Koehner Appointed Paramount Comptroller

Frederick E. Koehner has been appointed comptroller of Paramount Pictures, marking the creation of the post at that company.

Since last May, when he joined Paramount, Koehner was executive as-

(*Continued on page* 6)

PERSONAL MENTION

SPYROS P. SKOURAS, president of 20th Century-Fox, has returned to New York from Hollywood.

•

KENNETH N. HARGREAVES, president of Rank Film Distributors of America, and FOSTER M. BLAKE, general sales manager, have returned to New York from Miami.

•

BENJ. KALMENSON, Warner Brothers executive vice-president, left Hollywood last night for New York.

•

SIDNEY SCHREIBER, general counsel of Motion Picture Association of America, is vacationing until the year-end.

•

LEON ROTH, Mirisch Co. vice-president, has returned to the Coast from New York.

•

SIDNEY P. SOLOW, vice-president and general manager of Consolidated Film Industries, has returned to Hollywood from Mexico.

•

CARD WALKER, vice-president of Walt Disney Productions, and LARRY GRABURN, studio advertising director, have returned to Hollywood from New York.

•

HERMAN RUSH, president of Flamingo Telefilm Sales, Inc., and ED PALMER, client relations director, left New York last night for Hollywood.

•

OSCAR HAMMERSTEIN, II, will leave here on Saturday for Montego Bay, Jamaica, B.W.I., via B.O.A.C.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
"AUNTIE MAME" Starring
ROSALIND RUSSELL
FORREST TUCKER • CORAL BROWNE • FRED CLARK
In TECHNIRAMA® and TECHNICOLOR®
A WARNER BROS. PICTURE
and THE MUSIC HALL'S GREAT CHRISTMAS STAGE SHOW

Films' Future Rosy: Zanuck

(*Continued from page* 1)

Richard, under DFZ Produetions banner, and to prepare production of "De Luxe Tour," which he expects to begin filming early next summer, reported tremendous enthusiasm by picture makers and the public as well in England, France and Italy, particularly for American films, with long queues at the box office to prove it.

Here to cast 10 major roles for "De Luxe Tour," with an excellent opportunity to feature a new young female player, Zanuck spoke of the problem in getting top players whose tax problem has become aeute to the point of refusing work. Thc spread of income over a long period, which has becomc a new wrinkle in negotiations, may only be good for once or twice at the most, Zanuck said, and cited the case of one player whose tax structure is so compounded that he has one deal which will spread over 30 years, hence which will probably be enjoyed by his estate.

Questioned on whether he will offer participation deals, Zanuck said, "I won't predict what circumstanecs will compel me to make participation deals, which DFZ Productions has not had to do until now."

The producer is currently preparing three stories, in addition to "De Luxe Tour," which will keep him busy for next 18 months. He expects to start filming one of these, untitled, in Sicily around March 1. Without diselosing the title, Zanuck said he was negotiating also for film rights to a play slated soon for Broadway.

"Roots of Heaven" will have the greatest holiday booking record, with 315 openings in key and sub-key runs between Christmas and New Year's. Four first runs and 17 outlying houses will open here on multiple bookings of the attraction New Year's Eve, Zanuck concluded.

'Night to Remember' Bows Here Tonight

Top notables from New York society, the fields of government and the motion picture and entertainment world will be at the Criterion Theatre here tonight for the gala formal benefit premiere of the Rank Organization's "A Night to Remember." The Amcrican premiere is sponsored by the Brotherhood Council with proceeds from the sale of tickets to benefit the Village Presbyterian Church and the Brotherhood Synagogue.

The "A Night to Remember" ticket sales committee is headed by Rabbi Irving J. Block of the Brotherhood Synagogue, Dr. Jesse William Stitt of the Village Presbyterian Church, and Miss S. Irene Johns, chairman of the Brotherhood Council's activities committee.

Kirk Douglas' Mother

ALBANY, Dec. 15. — Mrs. Bryna Demsky, mother of Kirk Douglas, was eulogized at services in Silberg-Swartz Memorial Chapel this morning by Rabbi Herkan Kieval, of Temple Israel, as a devout, loving and charitable person who epitomized the "ideal Jewish woman." The funeral was attended by approximately 100, including several business members of Albany Variety Club. Douglas walked behind the casket, with his six sisters.

J. E. Wheeler, 59

LITTLE ROCK, Ark., Dec. 15.— Funeral services were held for Joseph Edwin Wheeler, 59, retired theatre owner, who died at a Little Rock hospital. He formerly owned and operated the New, Prospect and Roxy Theatres in Little Rock.

TOA Protests

(*Continued from page* 1)

of our industry. Completely overlooked is that quality and not quantity is the factor that spells box office success and health for our industry." Kerasotes goes on to cite stories on the current economic status of the industry showing it to be in good health carried by financial publications and by UPI itself.

"Hollywood has found," he concludes, "that quality pays at the box office and is concentrating on higher calibre films."

Theatres Exempt

(*Continued from page* 1)

following widespread Sunday sales of clothing, hardware and other merchandise. Sensenbrenner said merchants would be given "reasonable" time in which to comply. "If they don't abide by the law, we will begin enforcing the statute. We are not here to hurt anyone. And we are not fighting the corner drugstore or grocery which provide neeessary services. What we intend to fight is operation of regular mercantile establishments such as clothing and hardware stores."

Warner Name Upheld

Judge Frederick Van Peldt Bryan, of the United States District Court, has handed down an opinion that Warner Music, Inc., has no right to use the name Warner. He said he would issue a temporary injunction in the Federal Court action brought by Warner Bros. Pictures, Inc., and its wholly-owned subsidiaries Warner Bros. Records, Inc., and Music Publishers Holding Corporation.

Student Drive Brings Decline in Attendance

Special to THE DAILY

SPRINGFIELD, Ohio, Dec. 15.— student campaign against objection able films has resulted in a marked de cline in attendance at area motion pic ture theatres, it was reported here The drive against "obscenity and hor ror" in motion pictures was inaugurat ed at a student assembly at Centra Catholic high school. The school's 65 students were joined by representa tives of county public schools.

Two students reported that in th last year 74 per cent of the film shown in area drive-in theatres wer classified by the Legion of Decenc either as morally objectionable in pa for all or condemned. They said tha from Dec. 8, 1957, to Oct. 8, 1958, 5 per cent of all movies shown in th Springfield area were similarly objec tionable or condemned.

A student speaker declared that th movies shown "are getting progres sively worse" and that the local thea tres are no longer suitable places t take a date.

Michael Chakeres, vice-president Chakeres Theatres, Inc., which op erates most local movie houses, denie that the films distributed by his com pany are objectionable. He classifie them as "family entertainment" an said that 99 per cent of them wer "passed" by the Legion of Decenc

AMPP's Boren Now Executive Vice-Pres.

From THE DAILY Bureau

HOLLYWOOD, Dec. 15. – Charl S. Boren today was appointed execu tive vice-president of the Associatio of Motion Picture Producers by i board of directors.

Boren, who has been AMPP vic president in charge of industrial rel tions for the past 11 years, now tak on added duties of chief administr tive offieer for the entire associatio

$18,079 to 'Buccaneer

NEW ORLEANS, Dec. 15.—Cec B. DeMille's "The Buccaneer" got o to a big start at the Saenger Theatr where it had its world premiere la Thursday. Premiere night and th three following days yielded $1 079, indicating that the film is due f a prosperous run, the manageme stated.

Join in Booking Firm

BOSTON, Dec. 15. — John Glazier and Thomas F. Fermoy joined forces with Arthur K. Howa to operate Affiliated Theatres Cor an independent film buying and boo ing outfit. Howard remains preside Fermoyle is vice-president, and G zier is treasurer.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Sto Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vinc Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Wa ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefel Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-Pre dent and Treasury; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a y as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as seco class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 1

THE NEW YEAR falls on JAN. 3

with the launching of the most important showmanship effort in Allied Artists' history. The celebration lasts 13 weeks, from JANUARY 3 to APRIL 3 and we call it *THE MOREY GOLDSTEIN APPRECIATION SALES DRIVE.* This is our showcase for a vital and promising new season, introducing the first of the box office pictures announced on the next two pages. Exhibitors everywhere are cordially invited to join in this jubilee of sales, showmanship and production ...from the company where the plans are big, the future as bright as all of us strive to make it.

S. Broidy

Happy 1959

MOREY "Razz" GOLDSTEIN

Appreciation SALES DRIVE

GREETINGS AND

A New Dimension in Fright
from the producers of "MACABRE"

HOUSE ON HAUNTED HILL

starring
VINCENT PRICE · CAROL OHMART
RICHARD LONG
ALAN MARSHAL

The Biggest Thing Since Creation!

THE GIANT BEHEMOTH

starring GENE EVANS
ANDRE MOREL
JOHN TURNER

VICTOR MATURE · RED BUTTONS · RHONDA FLEMING

THE BIG CIRCUS

and co-starring
KATHRYN GRANT · VINCENT PRICE · PETER LORRE · GILBERT ROLAND

CINEMASCOPE · TECHNICOLOR

"Johnny Rocco"

STARRING
RICHARD EYER
STEPHEN McNALLY
COLEEN GRAY

UNWED MOTHER and JOY RIDE

The sizzling best-seller that out-shocks them all!

79 Park Avenue

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Big Year for Better Business with

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GROSSERS from A A

ROD STEIGER as *Al Capone*

co-starring FAY SPAIN • JAMES GREGORY
MARTIN BALSAM • NEHEMIAH PERSOFF
MURVYN VYE

"Best prison picture in years! Violent!" FILM DAILY

REVOLT IN THE BIG HOUSE

Sensational novel by Stephen and Ethel Longstreet.
Packed with the power and sex of "Moulin Rouge"!

MAN OF MONTMARTRE

NOW IN PREPARATION

KING of the WILD STALLIONS

starring
GEORGE MONTGOMERY
DIANE BREWSTER
EDGAR BUCHANAN
CINEMASCOPE • COLOR

BATTLE FLAME and Atomic Submarine

Gunsmoke in Tucson

starring
MARK STEVENS
FORREST TUCKER • GALE ROBBINS
CINEMASCOPE
COLOR

CAMERON MITCHELL • JAMES WHITMORE
FACE OF FIRE

VAN JOHNSON • VERA MILES
P.O. BOX 303

MOREY "Razz" GOLDSTEIN *Appreciation* SALES DRIVE

January 3 · April 3

No Questions Asked By Col. Stockholders

The Columbia Pictures annual meeting of stockholders yesterday was one of the quietest that trade reporters could remember having attended in recent years.

It lasted only 35 minutes and, the business of the meeting transacted, not a question was put to management or directors by the 30 or 40 stockholders present. Noting the absence of questions, Abe Schneider, president, said: "I am encouraged to accept your silence as a vote of confidence in our management team. We are very happy."

Charles Schwartz of Schwartz & Frohlich, Columbia counsel, acted as secretary of the meeting.

News Strike

(*Continued from page* 1)

national coverage. Radio spots were worked in for WRCA, WCBS and WOR on news and commentator shows.

Columbia, with a major newspaper advertising and publicity campaign prepared and ready to go for "The Seventh Voyage of Sinbad" opening tomorrow at the Roxy, drafted an emergency plan last Wednesday and put it into effect, with speed and drama, on Thursday when the papers suspended publication.

Columbia Budget $25,000

Over $25,000, or more than the budget for the newspaper campaign, was thrown into a radio and television campaign, picking up options for time which had been reserved on an "if" basis in some cases and competing with other companies and department stores in the rush for remaining time spots. Seven radio and four TV stations were used.

In addition sound trucks were sent out to all boroughs of the city except Staten Island, subway posters were stepped up, and school posters were pressed into use.

The switch was all the more dramatic because Columbia had planned most of its attention to the picture for newspaper ads and publicity since it is in color and features the Dynamation process.

UA Active for 'Tables'

United Artists, opening "Separate Tables" at the Astor and Normandie theatres Thursday, also took to the air, to music and street campaigns. Radio spot announcements were increased; heavy disc jockey promotion of the several recordings from the picture was invoked; and tabloid type heralds were gotten out.

Paramount, with "Geisha Boy" opening Wednesday at the Mayfair, turned similarly to the air.

Meanwhile M-G-M continued to distribute in Times Square and other key locations copies of its own digest of Hollywood news to the general public.

Columbia Officers Predict New Gains

(*Continued from page* 1)

tions for Leo Jaffe, first vice-president and treasurer, and a stock option for Samuel J. Briskin, general manager of studio operations.

Schneider said that Columbia's recently reported $319,000 profit for the first quarter of the current fiscal year, which contrasted with a loss of $425,000 for the corresponding period in the previous year, "shows a swing is under way but still incomplete. The steps we have taken will be reflected at the tail end of this fiscal year and in 1960. Harry Cohn's death left a void which was hurtful."

Jaffe told reporters following the meeting that the company may be in the black for the six months ending Dec. 27 but that it will not be by a substantial amount. A profit is certain, he said, if the non-recurring net of $2,679,000 resulting from sale of the film laboratory to Pathe Laboratories in October is taken into account.

Gross income, Jaffe said, was up several millions in the first quarter over a year ago, including the results of Screen Gems, the television subsidiary.

Company gross for the second quarter is undetermined but is expected to equal the level of a year ago, despite the fact that grosses of "Bridge on the River Kwai" are beginning to slacken and results of the company's three new, top releases cannot be predicted now.

36 Features Planned

Jaffe said Columbia's schedule for the current year calls for 36 features, compared with 42 last year. Most of the schedule will come from independents, wholly financed by the company. Six of the new productions will be made abroad. Costs of the new productions will be at least equal to last year's

Film operations in the last fiscal year grossed $85 millions, and Screen Gems $28 millions, for a total of $113 millions. In the previous year, films grossed $79 millions; Screen Gems $22 millions.

Columbia continues to be interested in expansion and diversification opportunities, Jaffe said, and is studying a music company and other allied industry proposals that have been offered it.

With 83 per cent of the stock outstanding being voted, the directors were reelected without a dissenting vote. They are: Schneider, Leo M. Blancke, A. Montague, Donald S. Stralem, Alfred Hart, A. M. Sonnabend, Ralph M. Cohn, Mendel B. Silberberg and Jaffe.

The employment contract for Jaffe which was approved is for seven years at $1,500 weekly. His approved stock options are for slightly in excess of 10,000 shares. The Briskin stock option is for 15,375.

The meeting paid silent tribute to the memories of Harry Cohn, former president, and Nate B. Spingold, former vice-president, who died during the year.

Re-Trial Likely

(*Continued from page* 1)

transcripts, hear final arguments and hand down a ruling.

Chief Judge Goodman is expected to call in attorneys for both sides in both suits for a conference on Tuesday.

In Los Angeles John Bertero, president of National Theatres, and nominal head of the Fox West Coast circuit, a defendant in the Goldwyn suit, explaining the next course of action affected by Judge Murphy's death, stated that the plaintiff and defendant must present a common agreement to have a newly-appointed judge review the record and testimony and continue the case for a verdict, otherwise the case will have to be re-tried.

Confirmed by Goldwyn Spokesman

A spokesman for Samuel Goldwyn confirmed this procedure.

Oral summations in the Goldwyn case, trial of which occupied several months last winter and spring, were to have been made last week but had to be postponed because of Judge Murphy's illness.

In the Goldwyn suit, originally filed in May, 1950, the producer charged that he had suffered great losses in being unable to acquire theatres for his pictures due to diserimination by the defendants. Trial finally began July 10, 1957.

In pre-trial hearings Goldwyn was required to reduce the number of pictures listed in the action from 27 to 7 produced from 1947 to 1950 due to the statute of limitations. However, when the trial got underway, Judge Murphy reversed this to allow all 27 to be eligible for consideration as to damages.

The Embassy case, which was also a long time in coming to court, was first filed in December, 1950, a little more than six months after Goldwyn launched his monopoly action. Plaintiffs in the Embassy suit are Dan McLean and Lee Dibble, operators of the theatre in San Francisco. They charged they were unable to secure pictures on either a first or second run basis in the area and asked triple damages under the anti-trust laws of $7,800,000. Dunne was also defense counsel in this suit, which includes all the major distributors.

Jackter, Kastner

(*Continued from page* 1)

dividend of 2½ per cent on its outstanding common stock and voting trust certificates for common stock, payable Jan. 30, 1959, to holders of record on Dec. 26.

The board also declared the regular quarterly dividend of $1.06¼ on the $4.25 cumulative preferred stock, payable Feb. 16, 1959, to holders of record on Feb. 2, 1959.

In addition, all Columbia officers were reelected. They are: A. Schneider, president; A. Montague, executive vice-president; Leo Jaffe, first vice-president and treasurer; Sam Briskin, vice-president; Louis J. Barbano, financial vice-president; B. B. Kahane, Paul N. Lazarus, Jr., Mortimer Wormser, vice - presidents; Charles Schwartz, secretary.

FPC 9-Month Net

(*Continued from page* 1)

fixed assets, results for the 1958 period amounted to $1,967,897, compared with $1,624,680 on the same basis last year.

J. J. Fitzgibbons, FPC president, attributed the improvement in results to "the better quality of pictures that have been released this year and also the more efficient operation that has been achieved as a result of the elimination of unprofitable theatres."

ACE Meeting

(*Continued from page* 1)

Conn., who is alternate for George Kerasotes, Theatre Owners of America president, on the ACE executive committee, will report to the New Haven area exhibitors on the ACE organizing and planning meetings held here last week. The meeting is open to all exhibitors, regardless of affiliation, although arrangements for it were made by the Motion Picture Theatre Owners of Connecticut.

O'Donnell to Report

R. J. O'Donnell, chairman of the ACE organizing committee, called the meeting in Dallas and will present the report on the New York session to area exhibitors.

Sir Arthur Jarratt

(*Continued from page* 1)

services to the Royal Naval Film Corp. He held the rank of Captain in the Royal Naval Reserve.

On learning of the death of Sir Arthur Jarratt, Eric Johnston, president of the Motion Picture Association, cabled his widow, Dorothy, Lady Jarratt, as follows: "My sincere sympathy to you and your family. Sir Arthur's death great personal loss to me and his many friends here in the States. He has been a tower of strength and a source of dynamic leadership in our industry. We shall miss him greatly."

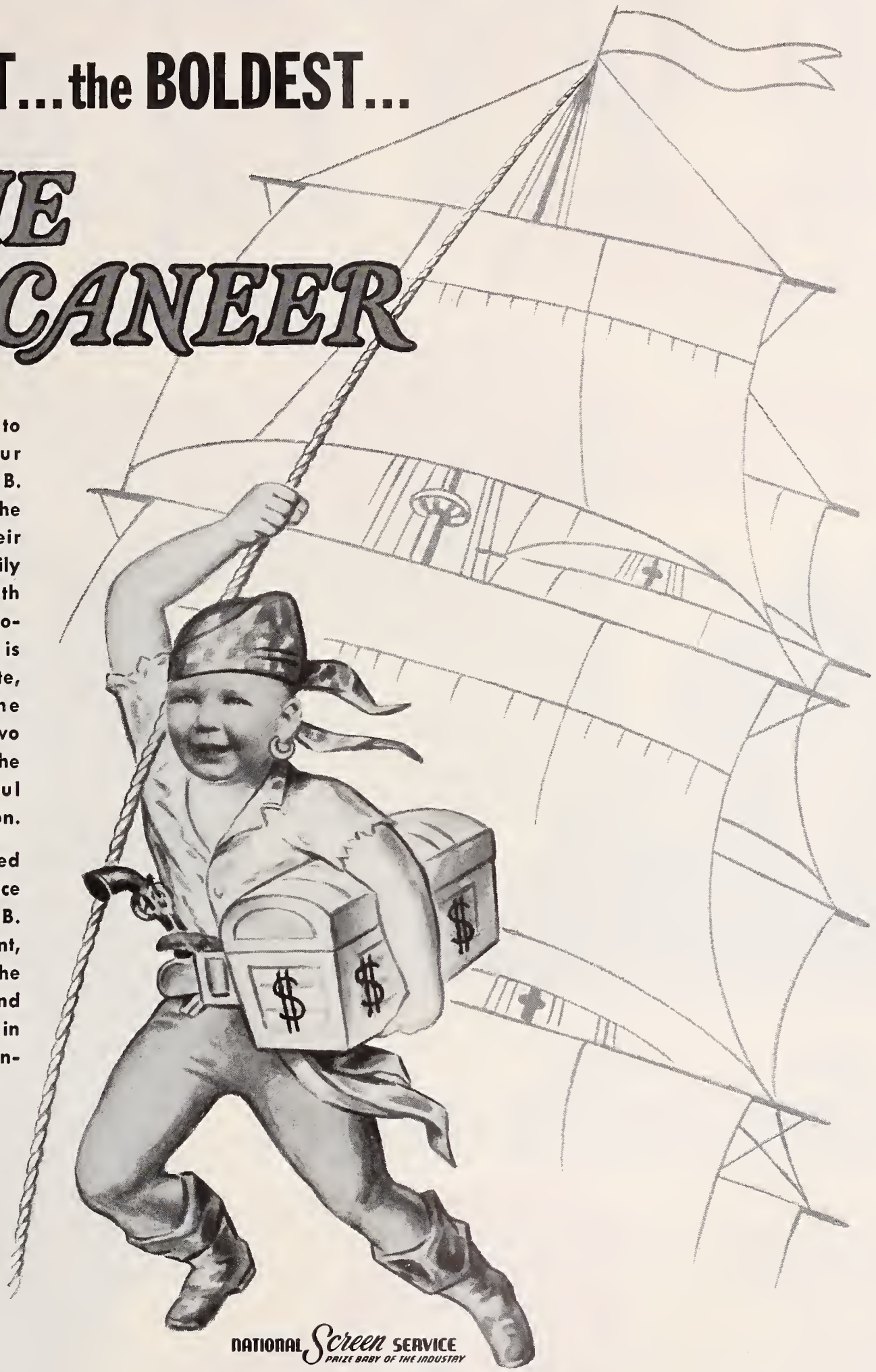
Koehner Named

(*Continued from page* 1)

sistant to James H. Richardson, treasurer of the company. He came to Paramount from Price Waterhouse & Co., where he was managing accountant specializing in the amusement industry.

the BIGGEST...the BOLDEST...

THE BUCCANEER



Exhibitors! Hoist the flag to the yardarm and let your patrons know that Cecil B. DeMille's presentation of "The Buccaneer" is sailing their way. For the price ordinarily paid for a standard-length trailer, the Prize Baby, in co-operation with Paramount, is offering a special ten-minute, Technicolor trailer on the picture that reunites the two towering antagonists of "The Ten Commandments," Yul Brynner and Charlton Heston.

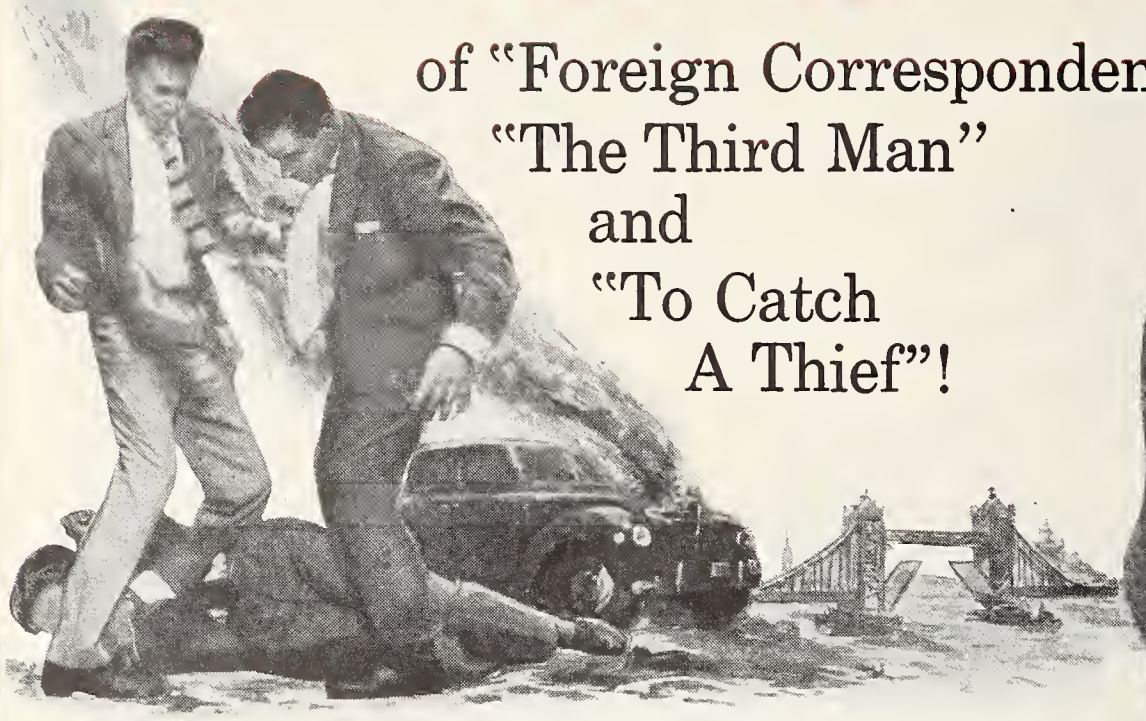
This sure-fire trailer is packed with the kind of boxoffice punch that only Cecil B. DeMille himself could present, as he introduces from the screen the personalities and background of the picture in spectacular scenes of grandeur and scope.

NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

Sail the seas of showmanship with Paramount's "The Buccaneer"...as National Screen clears the decks to help you tell and sell the story of this mighty box-office blockbuster.

In the great chase tradition

of "Foreign Correspondent"
"The Third Man"
and
"To Catch
A Thief"!



A WARWICK PRODUCTION

JACK PALANCE · ANITA EKBERG · NIGEL PATRICK

"It is lively entertainment and should be a strong attraction in any first run, big or small!"
MOTION PICTURE DAILY

THE MAN INSIDE

BONAR COLLEANO · ANTHONY NEWLEY · SEAN KELLY

Screen Play by DAVID SHAW • Based on the novel by M. E. CHABER
Directed by JOHN GILLING • Associate Producer, HAROLD HUTH
Executive Producers, IRVING ALLEN and ALBERT R. BROCCOLI

CINEMASCOPE

THE MAN from *Columbia* has the INSIDE story! Call him NOW!...

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 84, NO. 116 NEW YORK, U.S.A., WEDNESDAY, DECEMBER 17, 1958 TEN CENTS

om Guilden

eport Offer o Buy Stock f Loew Trio

een Said Willing to Sell; ould End Proxy Bout

rincipals involved in financial dis- reports that an offer had been le to purchase the Loew's stock- lings of Louis Green, Jerome New- and Joseph Tomlinson, dissident ctors of the company, either de- ed comment on the reports yester- or could not be reached.

ccording to the reports, Ira Guil- , a supporter of Loew's manage- t headed by Joseph R. Vogel, ident, made the offer to the trio. lden, who is president of Baldwin

(*Continued on page* 14)

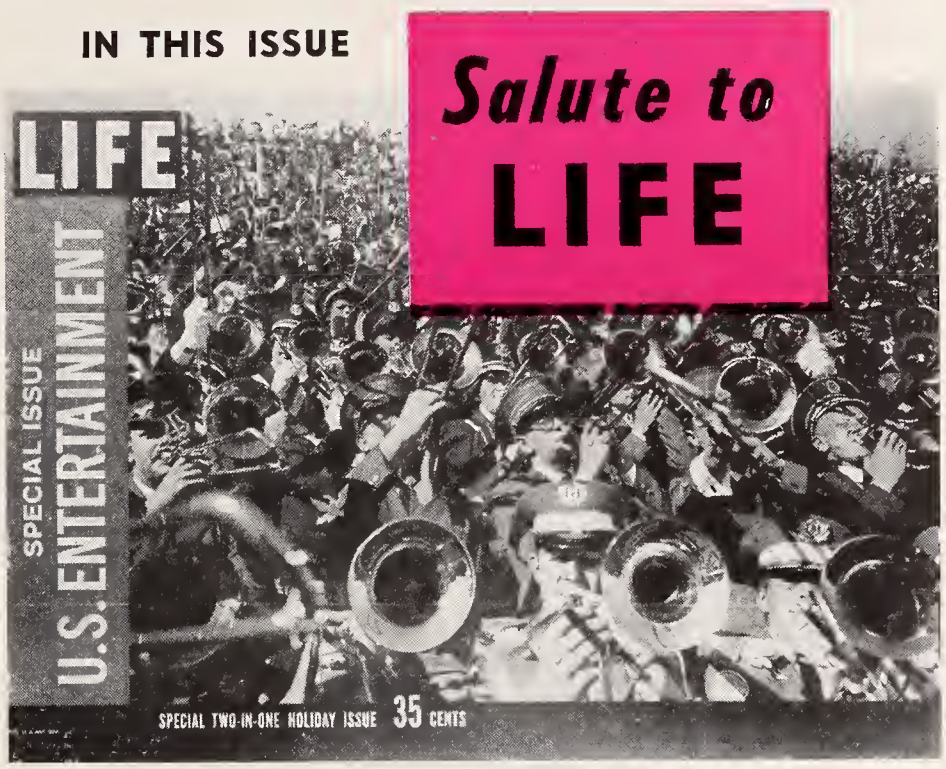
Directors Elected Meeting of UATC

Special to THE DAILY

ALTIMORE, Dec. 16. — All 12 ctors of United Artists Theatre cuit were re-elected at the annual ting of stockholders here yester- with the exception of George tor, who asked to be replaced for

(*Continued on page* 3)

IN THIS ISSUE



National Theatres Net $1,302,000 For Year

From THE DAILY Bureau

LOS ANGELES, Dec. 16.—National Theatres, for the fiscal year ended Sept. 30, 1958, had a consolidated net profit of $1,302,000, or 48 cents per share, it was reported today in a statement to stockholders by John B. Bertero, president. The figure for the previous year was $2,226,000, or 48 cents per share.

In his statement to stockholders the new NT president added, "Present in-

(*Continued on page* 14)

$37 Millions Raised By Industry for M of D

The motion picture industry has raised a total of $37,000,000 for the Infantile Paralysis Foundation, more than enough to finance the research which produced the Salk vaccine, industry leaders were told yesterday at a meeting at the Hotel Astor to further plans for the annual Humanitarian Awards dinner, Feb. 11, at which Joseph R. Vogel, president of Loew's, will be honored. The research cost for the Salk vaccine was

(*Continued on page* 4)

$600,000 Interest

20th-Fox Buy Into Todd-AO Is Completed

Gets New Preferred Stock; Will Elect Two to Board

The deal by which 20th Century-Fox acquires a substantial interest in Todd-AO Corp. was formally closed at the weekend, it was confirmed by principals yesterday.

The 20th-Fox investment is represented by $600,000 of new 4 per cent preferred stock to be issued to it by Todd-AO. In consequence of its interest, 20th-Fox will be entitled to elect two directors to the Todd-AO board, which now consists of four

(*Continued on page* 4)

Fox to Release Eleven Films in First Quarter

Twentieth Century-Fox announced yesterday it will release 11 productions during the first quarter of 1959. The schedule is as follows:

January: "The Inn of the Sixth Happiness," "The Sheriff of Fractured Jaw," and "Smiley Gets a Gun."

February: "Rally 'Round the Flag,

(*Continued on page* 4)

REVIEWS

SOME CAME RUNNING

Siegel—M-G-M—CinemaScope

ORIES ABOUT LIFE in American small towns have always exerted a ng fascination for readers of novels, and many of them have been de into highly successful films over the years. Add now to the list Sol C. Siegel production of "Some Came Running," which is a first- e example of the school and looks certain, as a result, to rank with t top grossing pictures of the year.

The story comes from the best-selling novel of the same name by es Jones, who wrote "From Here to Eternity," from which was made uite different type of picture from this one. Once again, however, a h-powered cast was selected to play the Jones' characters—Frank atra, Dean Martin, and Shirley MacLaine are starred, and their support ludes Arthur Kennedy, Martha Hyer, Leora Dana, and Nancy Gates.

This small-town story takes place in Indiana, and much of it was filmed

(*Continued on page* 3)

A NIGHT TO REMEMBER

Rank Film Dist. of America

NO DISASTER AT sea in modern times has fascinated so many people so much as that of the sinking of the luxury liner "Titanic" in 1912. This British ship was known in its day as the "biggest in the world" and was also regarded as the ultimate in engineering by contemporary experts. "Unsinkable," they called her. But sink she did when an iceberg struck her on her maiden voyage in the North Atlantic on her way to New York, taking with her to the bottom of the sea 1,500 out of the 2,207 passengers and crew aboard.

This is the historic event that a group from the Rank Organization has recreated in a brilliant and powerful new film. They call it "A Night to Remember," which is also the name of the best-selling book by Walter Lord upon which the picture is based.

It is not the first time that the tragedy of the "Titanic" has served as

(*Continued on page* 4)

PERSONAL MENTION

MILTON E. COHEN, United Artists supervisor of sales for Michael Todd's "Around the World in 80 Days," has returned to New York from Jacksonville.

•

HAROLD J. KLEIN, executive vice-president of J-J Theatres, New York, was married last Sunday to VIVIAN SMOLEN, TV's "Our Gal Sunday."

•

LEWIS HORWITZ, of The Washington circuit, Cleveland, has left there with MRS. HORWITZ to spend the holidays in Fort Lauderdale, Fla.

•

LOU BROWN, director of advertising-publicity for Loew's Poli-New England Theatres, New Haven, Conn., has returned there with MRS. BROWN and their daughter from a Mediterranean cruise.

•

JOHN HUSTON has returned to Hollywood from Ireland.

•

PAUL GREGORY, producer, will leave here tomorrow for Montego Bay, B.W.I., via B.O.A.C.

•

SAMUEL T. WILSON, theatre editor of the Columbus, O., "Dispatch," is recovering at University Hospital there following surgery.

•

JACK GOLDBERG, who retired in 1957 as M-G-M resident manager in Albany, N. Y., has returned from there to Miami Beach, where he now resides.

•

OTTO PREMINGER, having completed his direction of Samuel Goldwyn's "Porgy and Bess," has returned to New York from the Coast.

SDIG Dinner-Dance

The first annual reception and dinner dance of the Screen Directors International Guild will be held at the Belmont Plaza Hotel here on Jan. 17, Howard T. Magwood, president, has announced.

Joseph Lerner is chairman of the 1959 dinner committee.

Bud Irwin Dies

BINGHAMTON, N. Y., Dec. 16. — Bud Irwin, manager of the Comerford circuit's Riviera Theatre here, died of a heart attack on Thursday. He had been with the circuit since its formation. He is survived by his wife, Juliette.

Explains Switch in N.Y. Campaign for 'Sinbad'

Robert S. Ferguson, Columbia director of advertising, publicity and exploitation, told yesterday how radio, TV and exploitation had to be quickly harnessed to herald the opening of "Seventh Voyage of Sinbad" during the New York newspaper strike.

Heavy Newspaper Drive

"We had originally planned to spend the bulk of our outlay in newspapers in the pre-opening campaign as we had a new process, Dynamation, to introduce," Ferguson said. "We realized it wouldn't be easy to get across the feeling of this process on radio and we do not like to show scenes from color films on TV, and 'Sinbad' is in color. Therefore we had developed one of the strongest newspaper publicity campaigns in our history. Then at the 11th hour, just as the Sunday movie sections were going to press, the papers closed down."

A radio and TV spot campaign costing $25,000, more than would have been spent in print, was set on seven radio and four local video stations, to run from Saturday through Wednesday. Additional scheduling will be done after the opening.

'tom thumb' Campaign Stepped Up in New York

Promotion for another major top picture set to open in the metropolitan New York area in the face of the newspaper strike is moving into high gear. The film is M-G-M's "tom thumb," which opens Sunday in over 100 theatres.

A saturation TV campaign on every leading children's TV show, coupled with radio spots in Long Island and Westchester, form the core of the advertising budget. These paid spots are in addition to the Bosco commercials offering the "tom thumb tune" record by star Russ Tamblyn. M-G-M is also arranging for ads in neighborhood and suburban papers.

MGM Has 'Tabloid'

In the meantime Loew's Theatres is supplementing this campaign with a special "tom thumb" news, a four-page tabloid that includes a cartoon coloring contest with $175 in prizes and music albums for runners-up.

Last night was

A NIGHT TO REMEMBER

SEE PAGES 1, 15 & 19

TENT TALK

Variety Club News

SAN FRANCISCO—Northern C fornia Variety Club has elected 1959 crew with Gerald Karski as c barker to succeed Irving M. Le the only chief barker to be elected two successive terms in Tent 32's tory. Jack Tillman was voted first sistant chief barker, and Roy Coc second assistant. Stuart Klein is pr erty master and Jack Dobbs do guy. Six new canvasmen added to crew are E. I. Rubin, A. L. Pier Darrel Pischoff, Ted Nasser, J Marpole and Hal Gruber.

△

ALBANY, N. Y.—Milton Alp New York State's assistant solic general, and Rev. Benjamin Ku OFM, professor of science and mat matics at Sienna College, were principal speakers Saturday at Variety Club's annual kickoff din for Camp Thacher in the ballroon the Sheraton-Ten Eyck Hotel. J Perlmutter was chairman of the af which the wives of the members, the first time, attended.

△

ATLANTA — Jon B. Farmer been installed as chief barker of lanta Variety Club. Other officers W. K. Laird, first assistant; Fr W. White, second assistant; Geo Kreeger, property master, and V liam R. Kohoran, dough guy.

DeMille Given Tropl Of American Acaden

Praise from his friends and for associates of the theatre, and an graved glass trophy betokening American Academy of Dramatic A 1958 Alumnus Achievement Aw moved Cecil B. DeMille yesterda luncheon in the Hotel Plaza to clare: "You make me feel that old man of 77 has not wasted time." DeMille graduated from Academy in 1900. He chided it taking more than 50 years to de he'd achieved something; and, n seriously, observed that his fa had gone from pulpit to theatre a larger audience; and that he, son, privileged to use a "new in tion," has succeeded in reaching, estimates, three and one half bil persons.

Presentation by Frances Fulle

Academy president Frances Fu presented the award, and Lillian presided. Lawrence Langner, Wo ington Miner, Cornelia Otis Ski and more attended, and wires w received from Lee Bowman, How Lindsay and Jennifer Jones. — F.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. St Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vin Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, W ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefe Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-Pr dent and Treasury; Leo J. Brady. Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a y as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as sec class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies,

y-Ford Sets 27 Films or the Next 2½ Years

From THE DAILY Bureau

HOLLYWOOD, Oct. 16. — A two-d-a-half-year program involving 27 tures and an expenditure of over 0,000,000 was announced today by l Roach, Jr., and Robert Bradford, sident of Hy-Ford Productions.

Bradford will produce the films for tribution through the new Hal ach releasing organization which is rently being organized.

Elaborate production plans will ac-te the theatrical film portion of vigorous schedule outlined by Hal aeh, Jr. last summer following ac-isition of the studio by the Scran-Corporation.

There will be 26 films on the Hy-rd slate, costing approximately 000,000 with a $2,000,000 "special" ed for late 1959.

Now Producing in Orient

Already in production at Hong ng, Macao and Manila locations "The Scavengers," which John mwell is directing, with Vince Ed-rds and Carol Ohmart top-lined. dford is executive producer of the enture features with Kane Lynn ducing and Howard Barnes, former tion picture critic of the "New York rald-Tribune," serving as produc-supervisor.

Next on Hy-Ford schedule will be ne Loves of Eve Martin" an orig-melodrama written by Walter niger, which Bradford will pro-e himself, with filming set to start Rome's Titanus Studios and at lo-ons in Portofino and Switzerland Jan. 25.

The Creature from Blood Island" get under way in Manila on . 2.

'Blind Goddess' Slated

Hy-Ford's next feature, scheduled production in London in mid-ruary, is "The Blind Goddess," a rt-room drama by Ernst Toller. radford has purchased film rights Michael Clayton Hutton's play, wer without glory," which will go re the cameras, also in London, y in April.

radford has completed negotia-s with British Lion, Ltd., English pany, to participate in foreign ing and distribution of Hy-Ford's luct. British Lion will co-produce features with Bradford at $300,-each, with "The Blind Goddess," "Power Without Glory" the ini-two.

l of U.S. and Western Hemis-e releasing rights for the British-e slate will remain with the new h studios releasing arm. Roach control world distribution on all r Hy-Ford productions.

Five on Directorate

erving on the board of directors Hy-Ford are Israel Katz of New ; partner in the David W. Katz Maurice Spanbock, New York at-ey; Sidney Kaufman, New York distributor and producer; Paul lom, Paris Banker, and Count ne Gaetani, Italian producer.

Some Came Running

(CONTINUED FROM PAGE 1)

on location for authentic locale. The script that John Patrick and Arthur Sheekman wrote from the book bears relation to other such pictures in that it introduces a large number of intriguing characters involved in strong conflicts of various types, with the emphasis on romantic affairs, some of a scandalous nature. There are also situations of humorous tinge intermingled in the dramatic episodes.

Unlike many other films of this type "Some Came Running" achieves a kind of unity in centering most of its plot strands around one character—the one that Sinatra competently plays. He is Jones' hero, Dave Hirsh, who comes back after a long absence to the small midwestern town in which he was born and becomes involved again with people out of his past as well as with some new individuals.

His first encounter is with his brother, played by Kennedy, whom Sinatra dislikes because of cruel treatment he received when their parents died. Kennedy, an excellent actor, creates quite a repulsive character out of this self-made business man who laughs too much in an obvious effort to disguise his insincerity. Kennedy's family troubles grow as Sinatra becomes involved in a street fight which the newspapers play up and reach their low point when Kennedy turns for affection from his cold and unresponsive wife (well played by Leora Dana) to his secretary (portrayed by Nancy Gates). Their affair is discovered by Kennedy's teen-age daughter (Betty Lou Keim) who decides to become promiscuous herself until Sinatra has a talk with her and tries to get her to understand her father.

The hero's strongest involvement, however, is with a girl in town who has admired his work as a writer in the past and encourages him to continue with it even though he wants to quit. This lady is close to being the old-maid school teacher that all small-town stories must have. But she is remarkably enacted by Miss Hver so that eventually she becomes much more than that. She is attracted to Sinatra, as he is to her, but she doesn't approve of his wastrel ways of living. She finally allows herself to be seduced by him and then goes through the agonies of regret.

These are the major small-town characters, and they certainly have their appeal. But, to tell the truth, the most fascinating people in "Some Came Running" are a couple of outsiders just passing through whom Sinatra encounters during his stay.

First of these is a no-good gambler, whom Dean Martin engagingly portrays. This fellow has a happy-go-lucky philosophy about life that is irresistible, and he has some peculiar habits, one of which consists of always keeping on his hat—inside or out. Seems he got into trouble once when he took it off, so he never intends to make that mistake again.

The other "alien" is a floozy from Chicago who adores Sinatra despite his cavalier treatment of her and has followed him home from there. As wonderfully played by Miss MacLaine this character is the most sympathetic and vividly revealed in the film.

On the outside she is laughable; wears too much make-up; her grammar is atrocious; and there is something vulgar in the way she walks. But she has qualities beyond that; she is loyal and deeply affectionate; and her adoration of the hero is genuine and touching. "I'm a human bein'," she tells Sinatra defensively at one point. She certainly is.

The end of "Some Came Running" goes melodramatic. An ex-boy friend of Miss MacLaine comes gunning for Sinatra after the latter has married her. There is a shooting in the midst of a carnival—with lights blinking and carousels whirling—which results in the death of Miss MacLaine as she shields Sinatra. Her funeral closes the film.

Vincente Minelli directed this picture with a strong emphasis on character development and his handling of CinemaScope and Metrocolor photography is skillful throughout.

Running time, 127 minutes. Adult classification. Release, in December.

RICHARD GERTNER

Logan Seeking Talent

A nation-wide search for a youth to portray the title role in "Parrish," the forthcoming motion picture version of Mildred Savage's current best-selling novel, has been launched by Joshua Logan, who will produce and direct the Mansfield Production for Warner Bros. release.

Will Shut N. C. Theatre

THOMASVILLE, N. C., Dec. 16.—The Palace Theatre here, built in 1924, will shut on Jan. 1, it has been announced by S. T. Stoker, president of the owning company. The closing will leave the community with one film house, also operated by the Stoker group.

'Welcome Back Jack' Drive Scheduled for Far East

From THE DAILY Bureau

HOLLYWOOD, Dec. 16. — Leaving tomorrow for the Far East to preside at sales conferences in Japan, Hong Kong, Thailand and India, Warner Brothers executive Wolfe Cohen will personally open the "Welcome Back, Jack" sales campaign in Bombay on Dec. 28, starting date of the worldwide drive. He will return to the Burbank studio on Jan. 16.

Coast Musician Local Elects Tranchitella

From THE DAILY Bureau

HOLLYWOOD, Dec. 16. — An administration slate headed by John Tranchitella won a two-to-one victory in yesterday's bi-annual election of Musicians Local 47, AFM, AFL-CIO.

In addition to Tranchitella, who was elected president for a two-year term, Max Herman was elected vice-president, Lou Maury recording secretary and LeRoy Collins financial secretary.

The Tranchitella slate won a clean sweep by electing all of trustees, members of the board of directors, trial board and delegates to the convention.

12 Directors Named

(*Continued from page* 1)

personal reasons. Elected in his stead was Meier Steinbrink.

The other 11 directors include Jervis J. Babb, Mac Merrill Birnbaum, A. E. Bolleingier, Benjamin J. Buttenwieser, A. H. Frish, James M. Landis, Edward H. Rowley, Joseph M. Seider, Milton Shubert, George Skouras, and Milton C. Weisman.

The rest of the meeting was devoted to routine business.

Miss Chase to 'Can-Can'

HOLLYWOOD, Dec. 16. — Barrie Chase will be starred in "Can-Can," film version of the Cole Porter-Abe Burrows Broadway hit of three seasons ago, to be produced next spring by Jack Cummings Productions for 20th Century-Fox release.

Because of the importance of the new assignment, executive producer Buddy Adler has decided to remove Miss Chase from "Save One for Me," the Bing Crosby-Debbie Reynolds-Robert Wagner starrer, in which she had been scheduled to perform as a specialist dancer.

AIP Buys Foreign Rights

HOLLYWOOD, Dec. 16. — American International Pictures has purchased from Philip S. Lewis, of American Trading Association, his rights to foreign distribution of the first 50 features made by the company before establishment of its own foreign department, it was announced today by James H. Nicholson, president, on his return from New York.

20th-Fox Buy

(*Continued from page* 1)

members, both Magna Theatre Corp. and American Optical having elected two each.

Fox's investment is an expression of the high regard in which its officials hold the Todd-AO wide screen process. Believing it to be the most effective of the several wide screen systems for roadshow attractions, 20th-Fox plans to produce five special features in the process.

Under the Todd-AO licensing method, the company collects a license fee on each theatre ticket sold for an attraction made in the Todd-AO process. Thus, Fox will pay to Todd-AO as a licensee and share in the royalties as a co-licensor, or part owner.

Magna Theatres, of which George Skouras is president, owns 50 per cent of the Todd-AO common stock, and American Optical the other 50 per cent. Magna also owns 62½ per cent of the Todd-AO equity stock, and American Optical 37½ per cent. George J. Schaefer is president of Todd-AO.

$37 Millions

(*Continued from page* 1)

placed by the organization at $25,-250,000.

The meeting was addressed by Richard C. Patterson, Jr., commissioner of public events of the City Department of Commerce, who introduced Foundation officials.

Vogel Active in Drive

Vogel will receive the organization's Humanitarian Award in recognition of the part he played as head of Loew's Theatres over the years in the industry fund-raising campaigns for the March of Dimes. Harry Brandt, president of Independent Theatre Owners Assn., reported on program plans for the dinner, including a dramatization of the March of Dimes story, with highlights of Vogel's long theatre career interwoven, to be depicted by outstanding talent personalities.

The need to impress upon the public that the Foundation's work must go on despite the success of the Salk vaccine was stressed by the speakers. For this theme, Si Seadler, M-G-M advertising manager, suggested the slogan, "The March of Dimes Marches On!"

Many Reservations Made

Representatives of a number of companies at the meeting put in their subscriptions for tables at the dinner, which are priced at $100 a plate, or $1,000 per table. Brandt Theatres and American Broadcasting - Paramount Theatres were among the early subscribers for more than one table.

Fox to Release

(*Continued from page* 1)

Boys!" "I, Mobster," "These Thousand Hills," "Intent to Kill," and "Alaska Passage."

March: "The Remarkable Mr. Pennypacker," "The Sound and the Fury," and "The Lone Texan."

A Night to Remember

(CONTINUED FROM PAGE 1)

material for the screen. But the previous pictures used it primarily as the climactic event in a story dealing with the personal lives of a few passengers aboard. Where "A Night to Remember" differs is in its approach.

Eric Ambler, the script writer, following closely Lord's book (which was a masterful job of carefully detailed research) and Roy Baker, the director, have made the ship their heroine and what happened to her their story. They have sought to depict the disaster exactly as it happened—to give the spectator a strong sense of "you are there."

In this they have succeeded superbly. From the moment that the "Titanic" is launched in a gala ceremony as a prologue (placed before the credits) to the final arrival of survivors safely in port again the audience is swept along in the relentless and agonizing train of events.

In addition to the overwhelming feel of "presence" the spectator is also given an outside perspective to what occurs. The ironic aspect of the destruction of the "Titanic" is that it could easily have been prevented at any point along the line. Warnings of the ice pack sent by the "Carpathia," another ship in the area, were allowed to be swamped by a careless clerk under a pile of personal messages from passengers to friends at home. If only the iceberg hadn't made such an extended gash in the hull of the ship, it could have stayed afloat until assistance arrived. Another ship, the "California," was only 10 miles away from the "Titanic" but its radio operator had gone to bed and never heard the distress signals. Rockets sent up by the doomed liner were interpreted on the "California" as a display of fireworks for fun.

All this is conveyed to the audience and a great deal more. There are numerous vignettes in which several of the passengers and crew are introduced and their characters set for later acts of courage and cowardice when the ship starts to sink.

THUS, ALONG with the mounting suspense (which is never dissipated by one's knowing the outcome) there is terrific emotional drama in scenes showing families forced to say goodbye as the women and children are placed into the lifeboats first. There was space on these boats for only 1,200 of the 2,200 aboard.

Organization of this vast material for the screen was a formidable task which Ambler and Baker mastered with great skill. The technique used—quick cutting from one phase of the story to the other, from the first-class deck to steerage, from the captain's quarters on the "Titanic" to the other two ships involved—is achieved without any sense of confusion or let-up in the crescendo of the pace. No other medium except the theatre screen could possibly be used to tell the story quite this way—to produce quite such a devastating impact.

And the semi-documentary nature of the approach requires no "stars," although the film has one in Kenneth More, who portrays the second officer of the "Titanic." He is excellent but no more so than every member of the large cast which is generally unknown in this country.

That fact is unimportant; the story's the thing. And what a story! What a film!

Running time, 123 minutes. General classification. Pre-release, in December.

R. G.

New U-I, Arwin Deal For 'Matilda Shouted'

Universal - International yesterday purchased the motion picture rights to a new British suspense play, "Matilda Shouted Fire," and simultaneously announced arrangements to film it next fall with Arwin Productions, with Doris Day playing the title role. This will be the second UI-Arwin production, the first, "Pillow Talk," being prepared for January filming by producers Ross Hunter and Martin Melcher. Edward Muhl, U-I vice-president in charge of production, serves as executive producer of "Pillow Talk." All three will act in similar capacities on "Matilda Shouted Fire,"

Industry Pension Plan Elects Dyer Chairman

From THE DAILY Bureau

HOLLYWOOD, Dec. 16. — Bonar Dyer, of Walt Disney Studios, has been elected chairman of the Motion Picture Industry Pension Plan at the annual meeting of the plan's board of directors. The board consists of 16 trustees divided equally among management and labor.

A report to the board showed the pension plan has accumulated over $12,000,000 since its inception in 1954 from employer and employee contributions. First payments to those eligible will commence on Jan. 1, 1960, and will amount to $50 per month.

Frankel, Davis to Mak 'Golem' in Prague

Plans to produce "Golem," t medieval classic, in its natural settin Prague, as the first American-ma film behind the Iron Curtain were a nounced yesterday by J. Jay Frank president of M.J.P. Enterprises, In and Richard Davis, president of Un ed Motion Pictures Organization. T picture is to be in color and wid screen at a budget of $3,000,000 w top American talent. The final scr will be submitted to the U.S. Depa ment of State for approval bef production commences.

Czech Government to Aid

The Czechoslovakian governme through its agency, Czech Filmexpo has approved the idea and will p vide studios, extras and producti personnel in return for exclusive d tribution rights in the ten Satell countries. The English version will distributed by American interests a will probably be the first film to distributed by a new U.S. distributi company, now in the process of forn tion. After final approval here a abroad, it is planned to commer shooting in December of 1959 w the company scheduled for f months of location.

SPG Asks Conference Of Ad-Publicity Union

A joint conference of all AFL-C unions of advertising and public re tions employees was called yester by the Screen Publicists Guild of D trict 65, AFL-CIO. The SPG propo was made to the Alliance of Theatri Press Agents and Managers (ATPA Local 18032; Hollywood Public Local 818, IATSE; National Asso tion of Broadcasting Employees Technicians Local 11, New York, Publicists Local 872, IATSE.

The proposal follows by one w the conclusion of the AFL-CIO m ger in New York State and coinci with intensified merger moves am AFL-CIO actor unions.

Subjects suggested for discussion the joint conference of publici unions are: organization of the organized in the field of advertis and public relations; establishment common contract standards, includ salary minimums, job security pr sions and other benefits; eliminat of jurisdictional disputes; mutual and assistance, and other joint un takings.

The initial conference proposed the SPG would be an explorat meeting, requiring no immediate c mitments from any of the participa

O. R. McMahon Die

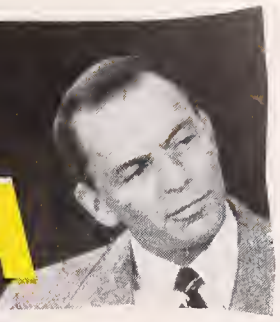
A requiem mass will be said Oliver R. McMahon, 72, for controller for RKO Theatres, tomor at St. Agnes Cathedral in Rock Center at 10 A.M. McMahon die Florida last Saturday. He had b in retirement since 1951, at wh time he left the post with RKO.

Some came running...
some turned away....
but everyone knew
Dave was back in town
and trouble —and
women— must be
close behind!

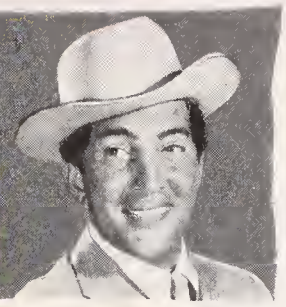
AS ADVERTISED in LIFE's ENTERTAINMENT ISSUE

From the new novel by the author of "From Here To Eternity"

FRANK SINATRA



DEAN MARTIN



SHIRLEY MacLAINE

M-G-M PRESENTS
A SOL C. SIEGEL PRODUCTION

"SOME CAME RUNNING"

With

MARTHA HYER

ARTHUR KENNEDY

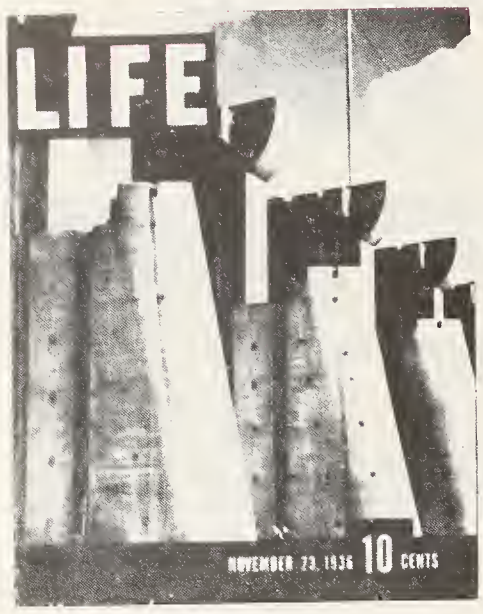
NANCY GATES · LEORA DANA · Screen Play by JOHN PATRICK and ARTHUR SHEEKMAN

Based on the Novel by JAMES JONES · In CinemaScope and METROCOLOR · Directed by VINCENTE MINNELLI

YOU CAN BANK ON M·G·M

Salute to LIFE

for its great 1958 Holiday Issue featuring ENTERTAINMENT



With top billing going to The Movies as "still the first stop on America's Midway," **Life Magazine** ***will pay vast, exuberant attention to the Show World in its year-end double issue of December 22nd. How, from the first issue in 1936 (above) to the big Entertainment number of 1958 (below), the motion picture has consistently shared in*** **Life's** ***major interests, is told in the text at right.***

VOLUME I, NUMBER 1 of *Life*, dated November 23, 1936, when leafed through now reflects, nostalgically, the manners, modes, fashions and mores of a strangely distant pre-war era, the face of an America naive and unsophisticated by today's standards. Prominent among the features of that first issue of a new picture magazine was a four-page story on Robert Taylor, then about to make his first top starring appearance with Greta Garbo in "Camille."

Twenty-two years later, *Life* plaees on the newstands, and in the homes of America, well over 6,000,000 copies of its giant, 204 page, year-end special issue devoted entirely to Entertainment and featuring motion pictures as the Main Stop on Ameriea's Midway. In the intervening years—and 1144 issues—*Life's* editors, in terms of space and reportorial effort, have given constant and earnest attention and treatment to motion pictures as a news department certain of reader interest along with science and medicine, art, fashion and sports.

That is no accident. Life was born, in that distant 1936, out of an increasing awareness of photography as a medium of communication, an awareness to which the burgeoning motion picture industry had contributed enormously. The work of various Time, Inc., personnel on the old *March of Time* did much to crystallize theories and teehniques in dealing with photography. In addition to this ancestry and approach, the sheer variety of subject matter dealt with by the motion picture industry, and its natural appeal to the public made the movies a natural resource for a magazine proposing to "see life, to see the world, to eyewitness great events, to wateh the faces of the poor and the gestures of the proud."

Since those early years, the editors of *Life* have watched and recorded momentous changes in the technological and political life of the nation, and the greatest cultural and leisure time "explosion" in the country's history. Now with publie taste and sophistieation matured to a significant degree, they see a greater awareness of ideas and events, a growing demand for high performance.

Approaching the newer and better motion pictures of today, they take the stand that the *Life* audience has eome to look to their magazine for something more than a straight pictorial review, or a typical fan magazine story on a star. "Movie informational ehannels," they say, "have flourished to the extent that our role appears to have graduated to an angled critique-in-depth, as opposed to a straight forward news treatment.

"Of course the timing and the film distribution pattern have a major bearing on our approach. But we are essentially most interested in presenting to *Life's* readers some information, both visual and textual, which they cannot obtain elsewhere, and whieh *Life* ean uniquely portray with its eamera teehniques. We will always make known our eritieal attitude toward a film, but that is no longer the essential point of reference to our treatment."

In the prospectus for the 1958 year-end issue on Entertainment, the editors said, "The point of view . . . is that entertainment today is a definite foree for good. It unites and humanizes people. It relieves tension and restores equilibrium. It reaches the heart and needles the mind."

Applying that point of view to the motion picture of today, they say, "It is certainly the motion picture whieh is the main hope for leading the way toward setting those higher standards whieh ean help keep the United States the world leader in entertainment, and keep it a force for good."

•

For the fabulous effort that produced the pages on Entertainment in **Life's** ***December 22nd issue, turn to page 8.***

LIFE

picked this
winner, too!

Funnier and
warmer as
it goes along!
leaves viewers
laughter-happy!"

This **smart alec** earns **smart money**

RONALD NEAME and JOHN BRYAN
present

alec guinness in "The Horse's Mouth"

From the novel by JOYCE CARY

also starring KAY WALSH · RENEE HOUSTON · MIKE MORGAN
Screenplay by ALEC GUINNESS · Directed by RONALD NEAME
Produced by JOHN BRYAN · A Knightsbridge Production
TECHNICOLOR®

THRU
UA

THE MOVIES MAIN STOP ON AMERICA'S MIDWAY

Telling the story behind the story of Entertainment that **Life** **Magazine** *spectacularly unfolds in its December 22nd issue, with the motion picture of past and present giving a grand and hilarious show.*

By JAMES D. IVERS

Photo at top right: The Oak Hills drive-in theatre outside Salt Lake City, as photographed for Life's "Great American Midway" section while playing "The Ten Commandments." How this view was obtained is told in accompanying text.

HURRY! HURRY! HURRY! Step right up folks. See the greatest, the biggest, the most colossal show on earth. . .

In sixteen pages of spectacular color protography, longest lead story ever used, *Life* this week takes its readers down the Great American Midway of Entertainment, leading them into its fourth annual year-end special issue, which is the biggest (204 pages), costliest (47 pages in full color), most elaborate (four-color gate-fold cover), most successful (73 pages of advertising with a gross revenue of $2,738,000) in its history.

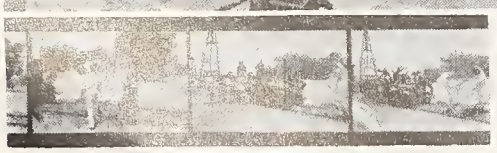
In work since last July, and studded with ingenious and unusual features, the issue goes on sale today for two weeks at ten cents *over* the regular newstand price of a quarter. With a special push from the circulation department it is expected to sell well over the 6,165,546 copies reached by last year's double issue.

While it covers in depth the worlds of the *circus*, *nightclubs*, the *dance*, *television*, *hi-fi records*, *jazz*, the *stage theatre* and *amateur playmaking*, major emphasis and indeed much of its inspiration is on and from the *motion picture*.

Two of the eight double-page "spectaculars" which constitute the American Midway theme setting piece, feature motion picture exhibition. One is a panoramic shot of a Salt Lake City drive-in at dusk, the other the most unusual shot ever made of the world famous Music Hall Rockettes. One eight-page feature reports in detail the care and the skill poured into one scene of "The Diary of Anne Frank" by director George Stevens. Seventeen pages are given over to a most unusual "Christmas Package" idea which stars Marilyn Monroe, Gene Kelly, Fred Astaire, Kim Novak, Rock Hudson, Paul Newman, Debbie Reynolds and Sheree North, among others.

Mary Leatherbee, regularly Life's motion picture editor, was responsible for the editorial development of the issue, working under the general direction of Kenneth Mac-

KEYSTONE KOPS IN "SAVED AT THE ALTAR"



Most of the 50 people involved in shooting a special re-creation (see film strips) of a Mack Sennett "Keystone Kops" story for Life's special issue are in the picture above. Stars in the group (at right and center of photo) include Kim Novak, Rock Hudson, Paul Newman, Debbie Reynolds, Shirley McLaine, Joan Collins, Dana Wynter, Nick Adams, Tommy Sands, Marge and Gower Champion, Don Murray, Fess Parker, Buddy Ebsen, James Garner, Lee Remick and Sheree North.

eish, special projects editor; and it is her naginative flair for the dramatic that gives e issue its distinctive atmosphere. Aiding r was Philip Kunhardt, formerly of the os Angeles bureau, and a special group of riters plus photographers in New York and the West Coast.

Typical of the attention to detail and the ope of the projects undertaken is the history of the extraordinary drive-in shot showg "The Ten Commandments" on the screen gainst a background of a mountain range, ith two jet contrails forming a modernistic sign against the orange sunset. Mrs. Leathbee and her staff specified a drive-in shot ith an appropriate movie playing, for inclusn in the 16-page Midway section. Someone called that Salt Lake City was a particularly kely drive-in locale and a query went out to aze Gorey of the Salt Lake "Tribune," Life's rrespondent. Final selection was the Oak ills drive-in, 679-car theatre which was then aying "The Ten Commandments."

The Oak Hills is located in the foothills the Oquirrh mountain range, only a few ndred yards from the "This is the Place" nument marking where Brigham Young l the Mormons out of the mountains. The lection made, J. Eyerman, staff photogra-er, stationed in Los Angeles, flew into Salt ke City to make the shot. The story of the cture in Eyerman's words:

"The camera was set up on a rigid tripod d the general scene was photographed soon er the sun went down, with a black mask er the white screen area. The camera posin was then guarded carefully until 2 a.m., en the theatre shut down. We then removed black mask from in front of the screen, t off all the lights and ran a continuous p of the frame showing Moses with his ns outstretched, and re-exposed each of general shots.

"We were astounded at how little illumina-n there is on a drive-in screen—not enough move the needle of our most sensitive exsure meter. We had to expose the Moses ne for 45 seconds.

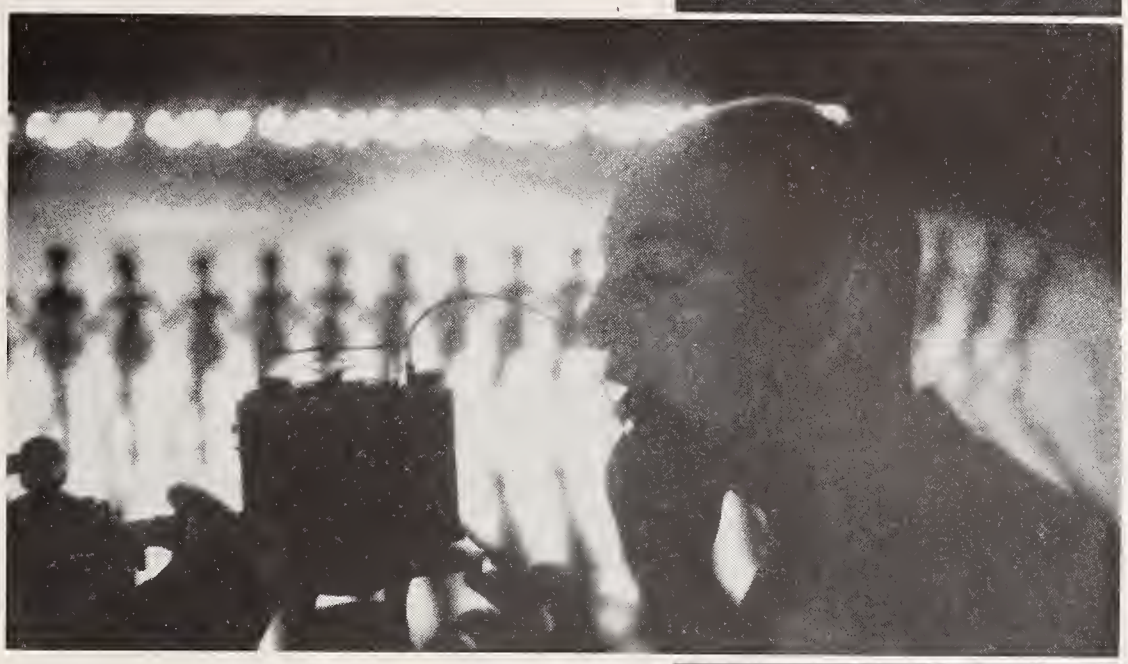
sking Out the Screen

"Of the three nights we worked, we had y one when the conditions were right. The t night we were rained out—first rain in 5 days—and on the last night we had a r sky and too few cars. Our black mask the screen area was mounted on a large te of glass three feet in front of the cam- in order to control its position exactly. reflections in the glass, which you can ect if you look closely, were our most ublesome problem."

Mrs. Leatherbee's pet project, in her own rds, for the issue was the "Christmas Pack-." Introduced by a shot of Gene Kelly l Fred Astaire leaping over a giant-sized e of Christmas packages, it comprises two raordinary features. In one Marilyn Monstars in a re-creation of "The Great Entntresses," impersonating in turn *Lillian ssell, Theda Bara, Clara Bow, Jean Har-*

THE ROCKETTES—A NEW ANGLE

Life photographer, Yale Joel (*below*) is shown shooting the color picture of the Rockettes of Radio City Music Hall—a rear view (see film strip) which is a feature of the year-end special.



low and *Marlene Dietrich*. Final page in the series is an appreciation of his wife's acting in the production by playwright Arthur Miller.

Photographed under special contract by famed photographer Richard Avedon, the series took seven successive sessions on as many days and was productive of the kind of anecdotes which echo around editorial offices for years. It also produced 10 pages of the kind of feature that editors and promotion men dream about.

The second unit of the "Christmas Package" is a full length production of "Saved at the Altar," a Mack Sennett "Keystone Kops" script with a cast of 17 top movie and television stars shot in one day at Malibu Beach. In the cast are Kim Novak, Rock Hudson, Paul Newman, Debbie Reynolds, Shirley MacLaine, Joan Collins, Dana Wynter, Nick Adams, Tommy Sands, Marge and Gower Champion, Don Murray, Fess Parker, Buddy Ebsen, James Garner, Lee Remick and Sheree North.

The production involved over 50 people plus a month's preliminary work by Smana Alexander of the *Life* staff. After all the actors and actresses had been lined up, Miss Alexander got into the business of renting costumes, renting a dressing room trailer, hiring a make-up man, choreographer and unit photographer. Several members of the West Coast *Life* staff obliged Miss Alexander and photographer Ralph Crane by spending a day at the beach prior to the actual shooting, doing test shots and figuring out photographically how it would work out best. In an aside to the home office Miss Alexander

(*Continued on page* 12)

1,076 TROMBONES LEA

to LIFE's two-in-one Entertainment Issue...

OUT TODAY

HE BIG PARADE

0-IN-ONE HOLIDAY ISSUE **35** CENTS

Don't miss LIFE's special year-end double issue that puts the whole world of U. S. performing arts on stage. It's on sale now.

From its rip-roaring cover, which unfolds to the double-page you see above, to every page inside—this unique issue is bursting with all the color, action and facts of entertainment.

And you'll find "entertainment" in every issue of LIFE. Week after week, LIFE brings news of the entertainment world to an audience of 15,320,000 households. Isn't that a good selling climate for you?

Only LIFE gives you so much entertainment . . . so swiftly, so surely

"CHRISTMAS PACKAGE"

Gene Kelly and Fred Astaire getting ready to dance across the top of Life's Christmas packages for the opening shot of a special feature which includes Marilyn Monroe impersonations of "Great Enchantresses" and the Mack Sennett "Keystone Kops" story.

COOL, MAN, COOL

Life reporter Dick Lewis (*above*), and photographer Paul Schutzer (*below*), clowning in the studio after shooting Tony Conn, latest heartthrob of the cats, whose jacket they borrowed. Neither, they admit, can sing or play a note.

(*Continued from page 9*)

added, "It was much harder to control them than the actors because no one would pay any attention to us."

Before shooting could begin there was a dispute with the state park commission, which prohibits professional photographers from taking pictures on their beaches. This was settled when Miss Alexander assured them this was not a professional group, "just a few people who wanted to take some pictures for fun and relaxation."

On the appointed Sunday Debbie Reynolds flew in on a 7 a.m. plane, after being up all night at the Las Vegas opening of her newest picture. Kim Novak arrived from New York, having had no costume fittings. Don Murray nearly missed the production entirely because he was in the process of painting his house and had to finish the job by Monday, when electricians were to arrive. "Life," Miss Alexander notes, "supplied Don with a substitute painter so he could make the shooting."

Jim Garner and Paul Newman, who portray the villains in the "story," had to jump off the Malibu pier for the last pictures. In order to make sure there would be enough water for them to jump into, Miss Alexander kept a tide table handy. When it came time for them to make the leap (clad in second-hand white tie and tails purchased by *Life* at $10 a suit for the occasion) they insisted on jumping off the high part of the pier, a good 25 feet from the water. They had such a fine time they insisted on doing a repeat immediately.

Newman's Pants Missing

The only mishap occurred when Paul Newman, returning from the pier jump the second time, found that his own pants had disappeared from the dressing room and had to wear the trousers of his jumping costume home.

Construction and props included a special elaborate wire apparatus for Nick Adams who appears in one shot suspended in mid-air clutching the back end of the Keystone Kops' car.

The cast and the crew were also equal to Miss Novak's lack of costume. She wore underwear from her strip sequence in "Pal Joey" and a wedding dress from "The Eddy Duchin Story."

Miss Alexander says the actors were all very concerned about wanting the story to be completely authentic, and added, "Everyone seemed to have such a god time—not one bit of temperament—that it was sort of like a big picnic. The only people who got upset were myself and Ralph (Crane)."

Other sections of the giant book show the result of similar long-range planning and care. The *jazz* section is a series of remarkable paintings showing the origin of New Orleans jazz, with captions from tape recordings of conversations with the greats of that era. In the Midway section there is a photograph of the New York Metropolitan Opera House taken with a special wide angle lens, showing the Golden Horseshoe *as a horseshoe*. There i an eight-page feature on amateur theatrica in Texas ("In Texas everybody is an actor.")

The television feature, "The Short Happ Life of a TV Gag," visualizes the impact c a single gag from the Ed Sullivan show simu taneously on people from Maine to Texa farmhouse to city apartment. The legitimat stage is covered by a feature on the old pro Rodgers & Hammerstein, and their new "Flov er Drum Song," and a last minute drop-in, d cided upon because of the newspaper strik a review of Archibald MacLeish's "J.B."

"Top Show People" photographs and stu ies 42 ranking performers and creators i all segments of the entertainment world; "Th Hollywood Clan" tells the story of Fran Sinatra and his non-conforming playmates Dale Robertson of TV's "Wells Fargo," Dea Martin, and choreographer George Bala chine are treated in separate features; an on page 196 a troupe of first-graders stag "A Visit from St. Nicholas," ending the issu with "to all a good night."

Had Fun, Did Travel

An editorial reviewing the issue and it purpose says "While endeavoring to provid fun, *Life's* editors themselves have had fun and the issue reflects that spirit. Analyzin America's contribution to entertainment— quantitively and qualitively to a degree neve known before in the world's history—th editorial points up the vitality, the richnes of each of the media. Of the movies, the ed tors say, that although the industry has lo half its audience in the last ten years, th picture "is not sad for the remaining movi goers or for the good moviemakers.

"The latter are thriving on far better mov ies than they made when their industry merel stoked a twice-a-week national habit. . . Both the supply and the demand of U.S movies, once two matched monoliths, hav been fragmented into smaller, more special ized and . . . much healthier units."

On television the editorial raises the ques tion of whether that new medium, as presentl constituted, is really a part of show business That it is at present and that it has "man considerable achievements" to its credit, i true but the editorial points out a basic dif ference in structure from the other performin arts. "TV is becoming a subsidiary, instea of a vehicle, of advertising. Both are hon orable professions, but more so when kep scparate."

The pull-out cover, unique for a nationa magazine, features 1,076 (count 'em) trom bones, assembled from 100 high school band gathered at Ann Arbor, Mich. Inside is three-page Chrysler ad, placed through Youn & Rubicam.

Clay Buckhout, *Life* advertising directo views the gatefold as so satisfactory a unit o advertising space that he announced this week in conjunction with the appearance of th book, that arrangements have been made t make the triple page unit available in severa issues throughout the year.

And
thank you
LIFE
for those
swell
'Auntie Mame'
spreads.
You sure
picked a
winner!

Last year Warners' 'Sayonara' broke the fabulous all-time Christmas record at Radio City Music Hall. And right now Warners' 'Auntie Mame' is actually thousands ahead of 'Sayonara'! Lines two blocks long in freezing weather! Merry Warner Christmas!

TECHNIRAMA®
TECHNICOLOR®

WB

...starring FORREST TUCKER CORAL BROWNE · FRED CLARK with ROGER SMITH · PATRIC KNOWLES · LEE PATRICK · WILLARD WATERMAN
Screenplay by BETTY COMDEN and ADOLPH GREEN · From the novel "Auntie Mame" by Patrick Dennis · As adapted for the stage by Jerome Lawrence and Robert E. Lee
Directed by MORTON DA COSTA · Music composed by BRONISLAW KAPER

Television Today

IN OUR VIEW

ROBERT E. LEE, a member of the Federal Communications Commission, delivered himself of a timely and important warning recently during a speech before the 1958 Women's Conference of the Advertising Federation of America. Reiterating the vital importance of voluntary adherence to the tenets of the NAB Television Code, Mr. Lee said: "It is my belief that if all broadcasters lived up to this Code my job as a commissioner would be much easier and the American people would enjoy the finest in radio and television fare."

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The commissioner was at pains to point out that the FCC as such cannot censor programs, but that violators of the Code's provisions would do well to hear in mind the broad licensing powers inherent in the FCC jurisdiction. Thus: "(The FCC) is charged with the responsibility of passing upon the over-all program fare of its licensed stations to determine whether they operate in the public interest. Despite the prohibition against censorship, the commission has authority, recognized by the Supreme Court, to consider in the context of its licensing functions programs violating statutes other than the Communications Act."

Therein lies the crux of the situation with respect to Code conformance. The FCC may very well utilize the terms of the industry's own Television Code as a kind of "statute" for guidance in determining when a station gets "out-of-bounds," and is looking for a penalty. Mr. Lee emphasized the fact that the vast majority of broadcasters operate in conformance with the Code, but said significantly: "All broadcasters do not live up to this code and as a consequence, the whole industry is sometimes given a partial black eye for the derelictions of a few."

•

We might remark parenthetically to Mr. Lee that "there aint no sich animal" as a "partial black eye." You either have one or you haven't.

The Commissioner cited several practices of the "small minority" which he considers "quite abhorrent." Among them he noted over-commercialization in the form of overly-long and too-frequent spot announcements, bait and switch advertising "and all other forms of fraudulent or misleading advertising. I see no reason why the broadcast industry should aid those who would victimize the unwary." Further, he said: "I believe that the smutty and double-entendre remark has no place on radio or television . . . it would seem elemental that these practices do not conform to the minimum standards that should be required of a licensee."

We are heartily in agreement with Mr. Lee with respect to the vital necessity of rigid adherence by everyone concerned with the precepts of the NAB Television Code. It is a guide to a course of procedure which can serve to retain for television the good will which is so essential to its future. There is little of greater importance.

—*Charles S. Aaronson*

Desilu Workshop Signs 15 to Train As Stars

From THE DAILY Bureau

HOLLYWOOD, Dec. 16.—Desilu's Workshop Theatre has signed 15 young actors and actresses who will be groomed for television and motion picture stardom. The talent, all young professionals, will be groomed under the personal supervision of Lucille Ball, who has created the Desilu Workshop Theatre for the purpose of developing new talent for the film industry. Hal Gerson is the Workshop director.

Loan-Outs Planned

The young talent, when not appearing on the stage in a Workshop show, will be loaned out to various Desilu-produced or filmed TV shows, including segments of the Westinghouse Desilu Playhonse.

Lucille Ball said the first production will be a "show with music" and will go into rehearsal by the end of next month. All Workshop productions will be presented under a paid admission policy.

Galaxy Attractions Is Formed by Gordon

Organization of Galaxy Attractions, Inc., a vertical television and feature film company, was announced yesterday by Milton A. Gordon, president. Gordon, who founded Television Programs of America in 1953, recently sold that company to Independent Television Corp. for $11,365,000.

The new company plans to produce new TV film programs for network sponsorship, live network TV programs, feature films, to finance independent producers for both network TV film series and feature films and finance independent productions, owned by top stars or writers for both TV and theatrical exhibition.

Reiner Executive V-P

Manny Reiner has been appointed executive vice-president of the new company, a post he will assume on Dec. 31 when his contract with ITC as vice-president in charge of foreign operations expires. Reiner will also be a director and substantial stockholder in Galaxy.

Report Offer

(*Continued from page* 1)

Securities Co., was not available to reporters. However, a spokesman at his office answered an inquiry by saying, "Such a transaction hasn't taken place." Beyond that he declined to comment, stating it was the policy of the firm not to discuss "rumors or uncompleted negotiations."

Green, who has threatened to conduct a proxy fight at the next annual meeting of Loew's stockholders in February, also was not available to reporters. A spokesman at his office said that "On advice of counsel, Mr. Green cannot make any comment to the press for the next 48 hours." He declined to explain or amplify. However, it is reported that he has made it clear that he is willing to sell his Loew's stock.

See $7,000,000 Involved

Green reportedly holds 150,000 shares, and Tomlinson, who conducted an unsuccessful proxy fight against the Vogel management at the last annual meeting, is believed to hold about the same. Newman, who voted with Green and Tomlinson against management's divorcement plan for Loew's Theatres, while the other 16 directors voted in favor of it, is said to hold about 50,000 shares. Thus, an offer to buy them out at current market prices, would involve more than $7,000,000.

Since the trio constitute the only dissident board elements, a costly proxy fight as well as the major opposition to management's policies would be eliminated if they dispose of their interests in the company.

Newman, while having voted in opposition to Loew's management, subsequently stated he would not engage in a proxy contest because it lacked the support of substantial financial interests. Tomlinson has not disclosed whether he would participate in a proxy contest if one were held.

Although Green notified the Securities & Exchange Commission and the New York Stock Exchange of his intention to conduct a proxy contest, there have been few significant developments since.

National Theatres

(*Continued from page* 1)

dications are that earnings for first quarter of the new fiscal year will show an improvement over earnings for the comparable quarter last year."

In this connection Bertero pointed out that "public response to well produced pictures of quality demonstrates an existence of a strong demand for good entertainment."

The statement requested stockholders' approval of its proposal to acquire common stock of National Telefilm Associates, Inc. Bertero said the move was "in furtherance of the company's policy of diversifying its activities in the fields of television, radio and other entertainment."

Bertero, who succeeded Elmer Rhoden as president of National Theatres on Oct. 1, said a special stockholders meeting will be held on Jan. 8 to vote on the proposal.

National Pre-Selling

SHY Millie Perkins, the teen-a heroine of "The Diary of An Frank," the long-awaited 20th-l film, is spotlighted in "The Ho wood Scene" department of "Sev teen's" December issue. To supp Millie Perkins, George Stevens, dir tor and producer, selected two scr veterans, Shelley Winters and Wynn. Millie, formerly a fash model, was the cover girl on "Sev teen's" February issue.

•

"Tall Tales Told about Tiny Fol is the essay headline for the revie appearing in the December 15 is of "Life."

"The 7th Voyage of Sinbad," Dynamation, is the story of a princ an evil magician and a genie. A ph in magnificent full color of the pr cess and the genie support the t matter.

"tom thumb" is also reviewed. this M-G-M film Russ Tamblyn pears to be 5½ inches tall. Russ li in a world of dancing toys. He catc Terry-Thomas and Peter Sellers, funniest criminals who ever burg a castle. A photo in sparkling co of "tom thumb" highlights the ess

•

"The Inn of The Sixth Happines produced in CinemaScope and Luxe color, has been selected as picture of the month for Decem by "Redbook."

•

"The Buccaneer," the story of t battle of New Orleans, is "Pare Magazine's" Family Medal winner November. George J. Hecht, publis of "Parents," presented the medal Adolph Zukor.

In this new Paramount film Cha ton Heston plays Andrew Jacks Yul Brynner takes the part of t dashing buccaneer, Jean Lafitte, a Charles Boyer is seen as a mem of the pirate crew.

•

A striking full color ad on M-G-M "tom thumb" appears in the Dec. issue of "Look."

•

Debbie Reynolds is on the f color cover of "Photoplay's" Janu issue with her two children. A co story appears in the issue. Debbi next film, "The Mating Game," being readied for release.

•

"Tarawa Beachhead," the new C lumbia release based on the Tara landing in World War II, is review and recommended in the Decem issue of "The American Legion."

•

Jerry Lewis, his wife Patti, a their 14-months-old baby appear the color cover of "Look's" Dec. issue. A profile of Jerry appears the same issue. Paramount is releasi his latest film, "The Geisha Boy" Christmas time.

WALTER HA

A Top Rank Salute To LIFE MAGAZINE,

and To Exhibitors everywhere

Today you will read
Motion Picture Daily's review of

A NIGHT TO REMEMBER

which received a thunderous ovation at
its American Premiere last night at the
Criterion Theatre, New York City

A NIGHT TO REMEMBER

is but one of the great motion pictures from
the Rank Organization in 1959.

WATCH FOR

FERRY TO HONG KONG starring CURT JURGENS · ORSON WELLES · SYLVIA SYMS
in CINEMASCOPE and EASTMAN COLOR — FILMED IN HONG KONG

NORTHWEST FRONTIER(TT) co-starring KENNETH MORE · LAUREN BACALL
in CINEMASCOPE and EASTMAN COLOR — FILMED IN INDIA

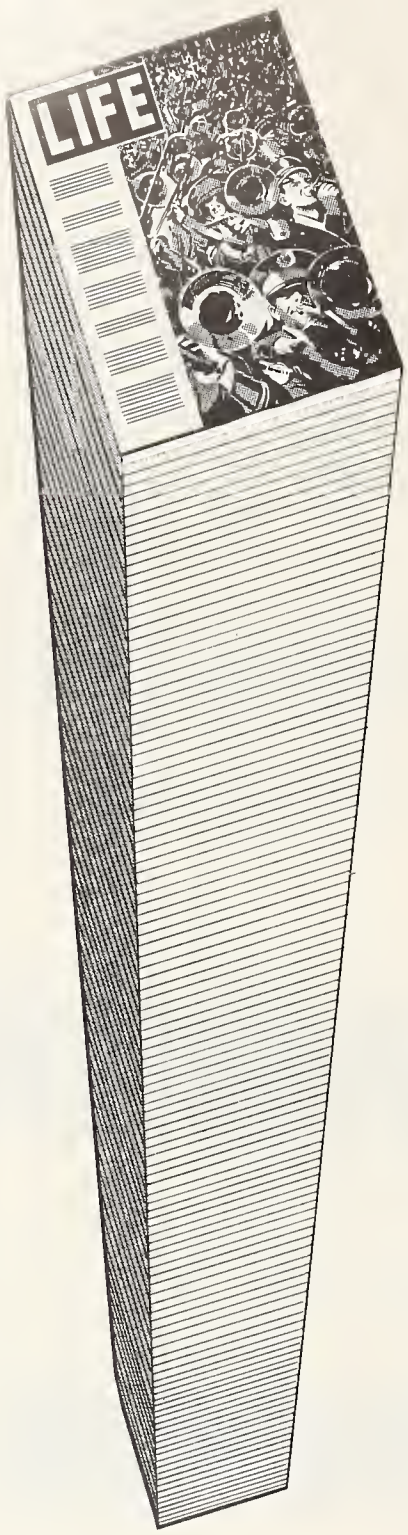
GENTLEMAN'S GENTLEMAN starring GENE KELLY
in COLOR

THE NIGHTCOMERS starring JEAN SIMMONS · STEWART GRANGER
In COLOR — FILMED IN SINGAPORE

THE THIRTY-NINE STEPS starring KENNETH MORE · TAINA ELG
in EASTMAN COLOR

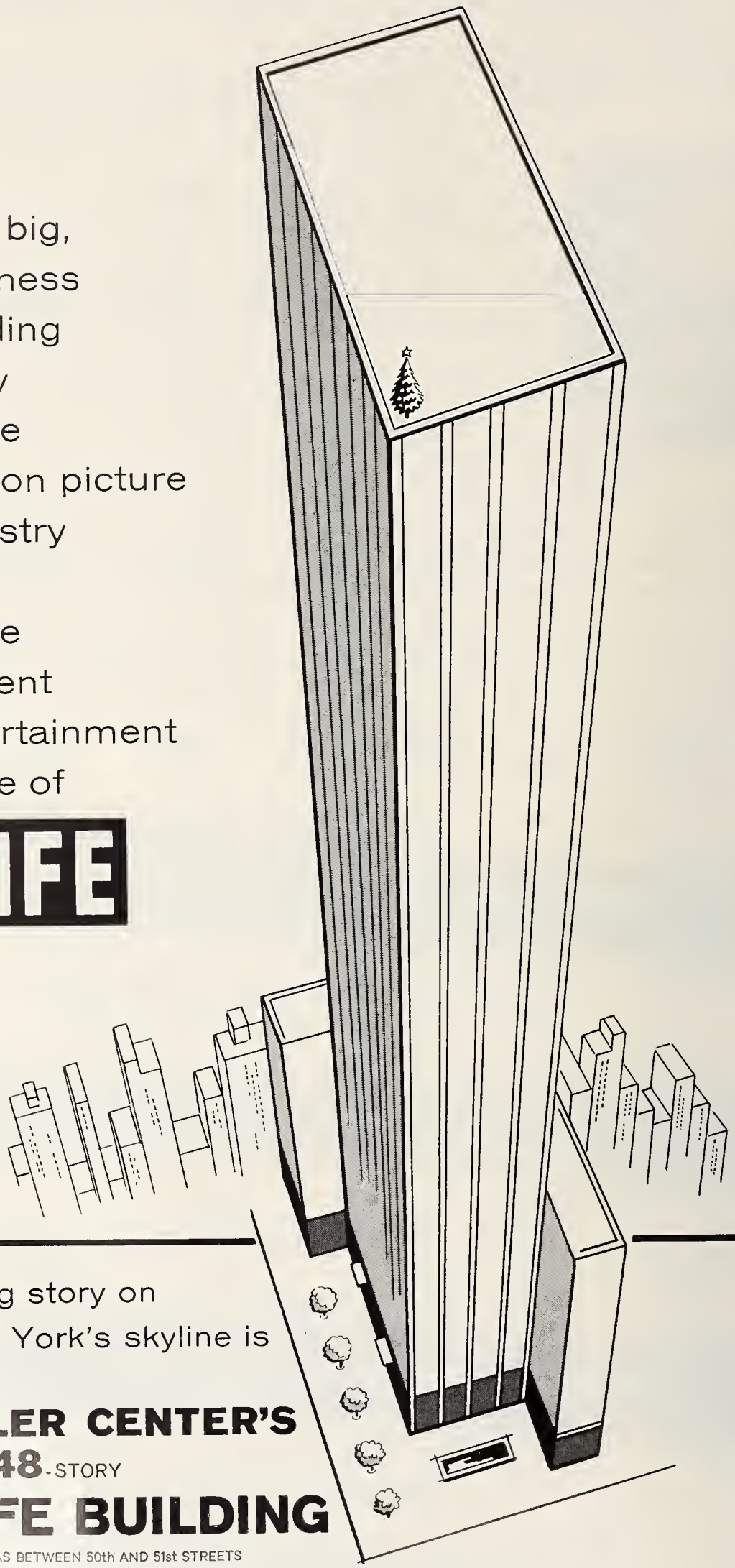
WHIRLPOOL(TT) starring JULIETTE GRECO · O. W. FISCHER
In EASTMAN COLOR

OPERATION AMSTERDAM starring PETER FINCH · EVA BARTOK



The big,
business
building
story
of the
motion picture
industry
is
in the
current
entertainment
issue of

LIFE



The big building story on
New York's skyline is

ROCKEFELLER CENTER'S

NEW **48**-STORY

TIME & LIFE BUILDING

AVENUE OF THE AMERICAS BETWEEN 50th AND 51st STREETS

•

NOW UNDER CONSTRUCTION • **OCCUPANCY FALL OF 1959** • FOR INFORMATION: **ROCKEFELLER CENTER, INC.** • 50 ROCKEFELLER PLAZA • CI 5-9000

A SALUTE TO LIFE!

JOSEPH E. LEVINE

my next BIG ONE

"HERCULES"

EASTMAN COLOR—DYALISCOPE

EMBASSY PICTURES CORP.
1270 Avenue of the Americas, N. Y. 20, N. Y.
20 Winchester St., Boston 16, Massachusetts
Cable Address: EPIC - BOSTON

A NEW TIME-LIFE BUILDING RISES IN NEW YORK'S ROCKEFELLER CENTER

EARLY in the summer of 1957, steamshovels moved into the site of the old Sixth Avenue carbarns between 50th and 51st Streets in mid-Manhattan and the new 48 story Time & Life Building, first Rockefeller Center unit west of Avenue of the Americas, was underway. Within days a suitable Sidewalk Superintendents' Club (official for all Center buildings since John D. Rockefeller, Jr., was hustled away from a hole in the fence at the first excavation) was formally dedicated by Marilyn Monroe.

Three weeks ago Bethlehem Steel Company workers fixed the topmost girder of the steel work in place, and the traditional "topping out" ceremony was held, with a 35-foot Christmas tree, complete with lights, substituting for the flag.

Late in 1959, the $70,000,000 building, a joint project of Time, Inc., and Rockefeller Center, will become the business home of 2200 New York employees of *Time*, *Life*, *Fortune*, *Sports Illustrated*, *Architectural Forum* and *House & Home*. The publication company will occupy 600,000 square feet of space in the building, its second home in the Center since moving there just before World War II. Most of the space will be in the seven-story base structure, from which the 587-foot tower rises, and it will include a unique auditorium designed by Gio Ponti, Italian designer.

The completed building will contain 1,525,000 feet of rentable area. The massive tower, with glass curtain walls between vertical risers of limestone, ascends directly from a plaza on the east and south, and is flanked by the seven-story base structure on the other two sides.

RADIO CITY MUSIC HALL

salutes

LIFE

(and its wonderful Entertainment Edition)

SHOWPLACE OF THE NATION · ROCKEFELLER CENTER, NEW YORK

'A Night To Remember' in Gala N. Y. Premiere

CELEBRITIES, industry executives, diplomatic representatives, leaders in civic, social and business circles added to the colorful festivities which marked the gala invitational dress American premiere showing of the Rank Organization's "A Night To Remember" at the Criterion Theatre here last night. The enthusiastic and glamorous charity affair, which benefited the Brotherhood Council, was accorded national coverage by the National Broadcasting Company's radio network program "Monitor," the Armed Forces Overseas Radio network, and the WMGM "Johnny Johnston" show.

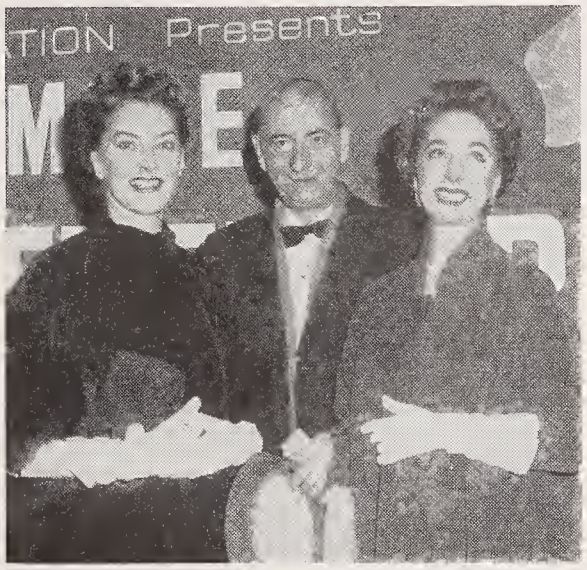
Prior to the lavish showing, Rank Film Distributors of America, Inc., distributors of the dramatic motion picture adaptation of the Walter Lord best-seller, "A Night To Remember," the story of the maiden voyage of the Titanic, were hosts at a cocktail reception at the Criterion Theatre for some 25 survivors of the Titanic, a number of whom recalled their experiences for the press and radio reporters.

Rank Film Distributors of America employees, dressed in 1912 clothing, greet Kenneth N. Hargreaves, RFDA president, at the Criterion Theatre. The costumes were previously worn by actors in "A Night to Remember."

nneth Hargreaves greets Judge and Mrs. Maurice Bernhardt l Mr. and Mrs. Abe Stark (center) president of the New York y Council.

Charles Moss, executive director of the Criterion Theatre, greets Mr. and Mrs. George Dembow and Mr. and Mrs. Gus Eyssell, president of Rockefeller Center.

and Mrs. Edward H. Rowley, vice-sident of United Artists Theatre Corp., h Kenneth Hargreaves.



Mr. and Mrs. Foster M. Blake, general sales manager for RFDA, shown with Mrs. Donald Neuman (left).

Producer William MacQuitty and author Walter Lord greet Rev. Jesse Williams Stitt, of the Brotherhood Council.

AT 20TH CENTURY-FOX, GEORGE STEVENS HAS COMPLETED

the diary of anne frank*

IN WHICH A GIRL WHO HAS NEVER APPEARED ON THE SCREEN
IS ALREADY WORLD FAMOUS

*the motion picture spotlighted in the special year-end Entertainment issue of LIFE !

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

OL. 84, NO. 117 NEW YORK, U.S.A., THURSDAY, DECEMBER 18, 1958 TEN CENTS

Movie Guide'

Ad-Pub Group Acts to Hike N.Y.Promotion

ne-Sheet Distributed; ther Plans Are Studied

A special "Holiday Movie Guide" ing current attractions at first-run oadway theatres as well as pictures eduled to open in the next few /s was sent out to television and lio stations and department stores l restaurants here yesterday. The ide, a mimeographed one-sheet, s prepared by MPA the advertising l publicity directors committee at emergency meeting yesterday as otiations in the newspaper strike ntinued to be unsuccessful and the

(*Continued on page* 7)

mpaigns on TV Set r 'Rally,' 'Buccaneer'

As the New York daily newspaper ke went into its second week yesday with no let-up in sight, film npanies continued to step up their of other promotional media to olicize openings of their top pices.

Special campaigns were set by 20th ntury-Fox and Paramount for two tures that will have their premieres t week. Paramount will open "The

(*Continued on page* 6)

our Added to Board f 20th-Fox Records

Appointment of four new members he board of Twentieth-Fox Record p., a subsidiary of 20th Century- Films, was announced yesterday Henry Onorati, president of the ord company. The new directors Murray Silverstone, S. Charles ufeld, Alex Harrison and J. J. ller.

Already on the board are Lou Del ercia, vice-president of 20th-Fox cords, Spyros P. Skouras, William chel, Donald Henderson, Joseph H. skowitz and Onorati.

TELEVISION TODAY—page 6

Ad Hearings Start Today

A total of 19 witnesses, most of them from outside the industry, have been lined up to testify as witnesses before the New York State Joint Legislative Committee to Study the Publication and Dissemination of Offensive and Obscene Material at the State Office Building here today and tomorrow.

While the committee will go into both film content and film advertising, these will constitute only a part of the field to be covered at the hearing. Major attention probably will be paid to magazines, comic books and other objects of public complaint, especial-

(*Continued on page* 3)

Independents' Growth Cited by Youngstein

The independent producer in Hollywood has grown from "a kind of fringe phenomenon of the film business to an equal of the great studios," Max E. Youngstein, United Artists vice-president, states in an article in the current issue of Saturday Review, dated Dec. 20.

Max Youngstein

This growth of the independent means "the day of the craftsman is arriving," Youngstein

(*Continued on page* 3)

First Deal of Kind in Industry

Sale and Lease-Back Of U-I Studio Closed

$11¼ Millions Deal; No Interruption Of Production, No Merger, Rackmil Says

From THE DAILY Bureau

HOLLYWOOD, Dec. 17.—The sale of the Universal studios and real estate comprising Universal City to Music Corp. of America for $11,250,000, with a long term lease-back arrangement for the studio facilities for the continuance of Universal's full production program without interruption was announced today by Milton R. Rackmil, president of Universal, and Lew Wasserman of MCA Inc.

Milton R. Rackmil

At the same time, putting sundry rumors to rest which have been widely circulated in recent months without confirmation, Rackmil denied unequivocally that there is any intention of selling control of Universal, or that there is any foundation to the rumor that Universal plans to retire its preferred stock, or that a merger of Universal and Decca Records, of

(*Continued on page* 2)

McCarey Gives Views On Status of Comedy

By FLOYD STONE

(Picture on Page 3)

Between gags and reminiscences, Leo McCarey's opinions about comedy, Hollywood's state of mind, the industry's future, and assorted matters relating to "Rally 'Round the Flag, Boys!" emerged yesterday as he chatted with trade writers over coffee and Danish in his Hampshire House suite.

He believes in the strong finish. An

(*Continued on page* 3)

Albany Variety Studies Plan to Expand Funds

Special to THE DAILY

ALBANY, N. Y., Dec. 17.—Officers of Albany Variety Club have decided to follow up a suggestion for tapping new funds made by Milton Alpert, assistant solicitor general of New York

(*Continued on page* 7)

No Intention to Sell W. B. Stock, Allen Says

Charles Allen, Jr., a member of the board and large stockholders in Warner Bros., told MOTION PICTURE DAILY yesterday that he does not intend to sell his approximately 100,000 shares of Warner stock to the company.

Reports have been circulated in the financial district for some time that Allen and Serge Semenenko of the First National Bank of Boston, also a Warner director, were about to sell their stock to the company.

Emphasizing that he did not speak for Semenenko, Allen said there have been no negotiations for his Warner Bros. holdings and he does not intend to sell.

Semenenko could not be reached

(*Continued on page* 7)

Springfield Student Boycott Is Ended; Theatres to Drop Unapproved Films

Special to THE DAILY

SPRINGFIELD, O., Dec. 17.—Movies condemned by the Legion of Decency and those which have been presented with an "adults only" tag will not be shown in the future at Chakeres theatres and drive-ins, ending the local movie boycott by school students, in effect since Nov. 21.

This announcement came after a meeting between Chakeres, operator of three Springfield indoor houses and three Clark county drive-ins, and representatives of the newly-formed Intra-School Council For Finer Movies.

Liberty, operated by William Settos, only independent theatre in Springfield, was not involved in the boycott.

"Mr. Chakeres co-operated in every way he could," said Kevin Charters, Catholic Central High School senior and spokesman for the council. Char-

(*Continued on page* 7)

PERSONAL MENTION

ERIC JOHNSTON, Motion Picture Association president, returned to Washington from here yesterday, and will leave for Spokane, Wash., early next week to spend the holidays at his home there.

•

MARTIN S. DAVIS, Paramount assistant director of advertising-publicity, has returned to New York by way of Atlanta from New Orleans.

•

ROY M. BREWER, Allied Artists' manager of branch operations, and his family, will leave here today for a two-week California vacation.

•

LEW CRADE, British talent agent, will return to London from New York tomorrow via B.O.A.C.

•

MICHAEL BROMHEAD, representative here for Lion International, will be married in February to Florence Hyde of Cresskill, N. J.

•

EDWARD SUSSE, M-G-M resident manager in Albany, N. Y., was in Oneida and Gloversville from there.

•

WALTER REILLY, producer, will arrive in New York today from Hollywood.

•

NICOLE MILINAIRE, British film and TV producer, will return to London from New York today via B.O.A.C.

'Perfect' Trailers

Universal-International has prepared a special teaser-trailer on "The Perfect Furlough" which gives emphasis to the 287 "certified laughs" in the picture clocked by the Sindlinger Organization at "sneak previews" of it. The teaser trailer is being made available in addition to the regular trailer.

Companies Set Plans For Holiday Closings

Member companies of the Motion Picture Association will close at 4 P.M. on Wednesday, Dec. 24 and will not open on Friday, Dec. 26, it was learned yesterday.

This same policy will be followed by some of the companies over the New Year's holiday although a few indicate they will remain open Friday, Jan. 2, while others have not yet made a decision. The MPA office will be open all day on Jan. 2.

To Honor Si Fabian On 60th Birthday

Si Fabian, Stanley Warner president, will be honored on his 60th birthday at a party to be given by the Amusement Industry Division of the Federation of Jewish Philanthropies on behalf of its 1958-59 campaign. The affair will take place on Wednesday, Jan. 14, at the Sheraton East Hotel here.

Si Fabian

Guest speaker at the dinner will be Lawrenee A. Wien, chairman of the current Federation campaign. Campaign chairman is William J. German; dinner chairman, Barney Balaban; associate chairmen, Arthur Krim, Samuel Rosen, and Abe Schneider; treasurer, Spyros P. Skouras.

100 Key Dates for 'Some Came Running'

M-G-M's "Some Came Running," which will have its world premiere tonight at a gala opening at the Hollywood Paramount Theatre, has been booked in over 100 key cities for Christmas and New Year's openings, it was announced by John P. Byrne, general sales manager.

The labs at the M-G-M studios are busily turning out the prints needed for the holiday bookings.

The film was completed a scant two months ago.

'7th' Off to Big Start

Columbia's "The 7th Voyage of Sinbad" got off to a huge $2,760 start by 3 P.M. yesterday, its first day at the Roxy Theatre here, in the face of the newspaper strike. Depending on radio-TV spots and promotion and heavy exploitation, the theatre had a long line awaiting the box office opening in the morning, and business in the first hours was described as the best since the new policy was instituted at the theatre.

Set 'Stranger' Bows

Universal - International has announced it will open "A Stranger in My Arms" on a new policy of "planned distribution" under which the film will bow at Loew's, Atlanta, Jan. 28; Loew's Nashville, Feb. 2; and the Empire in Birmingham at approximately the same time to launch over 200 dates throughout the Atlanta territory.

German Bid on G A & F Rejected; Plan Appeal

From THE DAILY Bureau

WASHINGTON, Dec. 17. — U.S. District Court Judge David A. Pine today turned down a German bid to intervene in the long legal battle over ownership of General Aniline and Film Corp.

His ruling could clear the way for resuming negotiations looking toward a settlement of the litigation, but attorneys for the German interests, trustees of the old I.G. Farben chemical firm, said they planned to appeal to a higher court.

Interhandel in the Picture

The Justice Department, which presently holds the General Aniline stock, has been negotiating with Interhandel, a Swiss holding company, to settle an Interhandel protest against government plans to dispose of the stock.

The Farben trustees asked to intervene in the dispute by Justice Pine today denied that motion. The talks could now be resumed, but the government probably will not attempt to dispose of its holdings if the ruling is appealed.

Hazen on Coast for Talks with Hal Wallis

From THE DAILY Bureau

HOLLYWOOD, Dec. 17. — Joseph Hazen, business partner of Hal B. Wallis, will arrive here tomorrow by plane from New York for conferences with the producer on his program of forthcoming product for Paramount release.

Hazen will remain on the Coast for six weeks.

'Porgy, Bess' Invited To Edinburgh Festival

From THE DAILY Bureau

HOLLYWOOD, Dec. 17. — The Edinburgh Film Festival, Europe's oldest festival of music and drama, today officially requested that Samuel Goldwyn permit it to present the British premiere of his American opera, "Porgy and Bess."

Donations to Needy

ALBANY, Dec. 17.—Alan V. Iselin, owner of the Turnpike Drive-in at Westmere, outside Albany, turned over to the Times-Union Christmas Fund for Needy Old People, a check for $75, representing the proceeds of a Thursday performance in near-zero weather.

The Variety Club of Albany has donated $25 to the fund, while Chief Barker Samuel E. Rosenblatt and his brother, M. Fred, also a Variety member, gave $50 of their own.

Universal Sale

(*Continued from page* 1)

which Rackmil also is president, planned.

Rackmil's entire statement was u beat and confident, underlining H and other Universal executives' r peated assurances that Universal is business to stay and is embarked an important program of producti of outstanding, major releases.

Points to Similar Moves

The statement noted that the sa and lease-back financial move h been employed frequently of late other industries but is without pr cedence in this industry. Certain no deal of its kind involving a maj studio has preceded it. The neare transaction in kind within the indu try probably was the sale in 1956 National Theatres of the Roxy The tre, New York, with an arrangeme for N.T. to lease the theatre fro Rockefeller Center, Inc., the pu chaser. The theatre lease was a quired several months ago by Robe Rothafel, former managing director the theatre for N.T.

The name of Universal Internatic al Studios will be retained, as will t present studio working force. T statement said it is contemplated th substantial additional personnel w be required as a result of the tra action.

Reduces Universal Overhead

It has the obvious advantage Universal of assuring it of whatev studio facilities it may require wi out burdening it with continuing st dio overhead when there is need little or no space. MCA, of cour will employ the studio's facilities, its part, in the production of its te vision films and no doubt will of available space to independent p ducers.

Rackmil observed that this transa tion will strengthen the studio's co petitive position in the industry a further assure theatre owners throug out the world of a steady flow major product from Universal.

'Basic Policy Unchanged'

He repeated his statement that U versal "is in business to stay." basic policy remains unchanged, said. The transaction announced tod underscores the company's plans continue producing its own moti pictures, to finance major independ productions, to provide distributi for these and other suitable prod in the United States and throughc the world, he said.

Next month, Rackmil said, will s the greatest array of stars working one lot at the same time in indus history, as the company continues policy of making high budget, l name productions.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Sto Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vinc Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Wa ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefel Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-Pr dent and Treasury; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a y as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as seco class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 1

Texas Has the Biggest— Theatre Pass, Says Rorex

Special to THE DAILY

DALLAS, Dec. 17. — Texas, characteristically, claims title to having the biggest theatre pass extant. Kyle Rorex, executive director of Texas Compo, points out that the organization's courtesy pass is 18 inches long and lists 800 theatres in 185 towns, representing 80 per cent of the total number of theatres in the state. The pass is being mailed to every state legislator and Senator as well as to all Congressional lawmakers of the Lone Star State.

Ad Hearings

(*Continued from page* 1)

those available to minors, it was indicated.

Among those from the industry who have been asked to testify are Paul Lazarus, Jr., Columbia Pictures vice-president, and former chairman of the advertising-publicity directors committee of the Motion Picture Association of America. Lazarus will appear in place of Charles Simonelli, current committee chairman, who is in Hollywood.

Drawn from Many Fields

Also invited to appear were Gordon White, administrator of the Advertising Code of the MPAA; Arthur L. Mayer, producer-distributor and former Compo executive director; Bosley Crowther, New York Times film critic; Louis Pesce, head of the N. Y. censor board, and attorney Ephraim London of the American Civil Liberties Union. Others invited include Mrs. Duncan O'Brien of the Youth Conservation Committee of the N.Y.C. Federation of Women's Clubs, who will be the first witness today; Dr. Ralph Banay, former consulting psychiatrist to the N.Y.C. Police Dept., and Msgr. Francis McCaffrey of Holy Cross Church, West 42nd Street, Manhattan, who on previous occasions has protested city authorities over theatre front displays along West 42nd Street, which he has contended were offensive to parishioners and parochial schoolchildren who were obliged to pass them on their way to services and classes.

Journalists Invited

Also asked to testify were Rev. Harold C. Gardiner, S. J., of "America" magazine; Jerry Cotter of "Sign" magazine, and representatives of the American Legion and the Veterans of Foreign Wars.

James A. Fitzpatrick, former chairman of the Joint Legislative Committee, is its counsel for the hearings. Assemblyman Joseph R. Younglove is chairman. The committee is on record that it believes additional legislation is needed to control salacious and misleading advertising. Developments at the hearing are expected to influence censorship bills which will be introduced in the next session of the legislature starting next month.

McCarey View

(*Continued from page* 1)

audience will forgive a lot of slowness if you finish fast. He attempts to shoot in continuity; not always successfully; but it's desirable. Never gamble on that ending; build up to it. He's for the visual gag. The word gag, so common these days, is contemporary. He relies on the basic situations. He's for slapstick, too, but unfortunately, it's passe.

Chaplin, he declared, these days would have a "hell of a time getting himself established." He says the nearest approach to pantomime these days, which he goes to see, is Cantinflas. He illustrated his thesis that the visual is timeless by commenting he saw on television the other night, "My Favorite Wife." It's 17 years old, but, he said, apart from the dated costumes, it stood up. He harked back to the days when he and George Stevens and others ground out Laurel and Hardy's films and others, and said for him it was a wonderful training school.

'Elicited New Talents'

He had a fine time, he said, making his latest. Specifically, he liked using actors such as Joanne Woodward, Paul Newman, Joan Collins, who'd never been in comedy as he knows it, and eliciting from them new talents.

He expects to make a few "personals." But, he says, he doesn't feel that's so important: he expects word of mouth to build the picture. Twentieth-Fox opens it at the Palace here Tuesday.

He feels our industry is "hot-footing" itself: it expects too much. "A favorite thought of mine," he said, "is that if in the theatre they're embarrassed, they ring down the curtain. They pay them off in New Haven. But we run around in the nude. In the theatre, if they have five or six hits a year, they're satisfied."

Hollywood these days is devoted to the "blockbuster or the bust," he says; sort of between the camps of the pessimists and the optimists. "But I am with that very optimistic group headed by Spyros Skouras."

He has a three picture contract with 20th: this was his first. He doesn't know what he'll do next. He also has a word for the industry:

"There is nothing wrong with the business that greater attendance would not cure."

M. P. DAILY picture

Leo McCarey shown at his press conference here yesterday.

See Big Turnout for AMPA Christmas Party

A record-breaking turnout is indicated for the Associated Motion Picture Advertisers' 42nd annual Christmas luncheon-party to be held next Tuesday at the Hotel Piccadilly, according to AMPA president Bob Montgomery.

Invitations have been extended to Claudette Colbert, Charles Boyer, Dana Andrews, Imogene Coca, Peggy Wood, Joseph Cotten, Harry Hershfield, Vivian Blaine, as well as other stars of screen, stage and television to attend the party.

Obtains Charter

NEW ORLEANS, Dec. 17.—B.C.S. Corporation, 2800 Grand Route St. John Street, this city, has obtained a charter from Secretary of State Wade O. Martin, Jr., to operate a motion picture theatre. Authorized capital stock is $15,000.

Rites for Abe Stone

HARTFORD, Dec. 17. — Funeral services have been held here for Abraham "Abe" Stone, 68, one-time operator of theatres in Albany and Rensselaer, N. Y., who died in Clearwater, Fla., where he had been living in retirement.

Capital Britons to Host At Showing of 'Enemy'

From THE DAILY Bureau

WASHINGTON, Dec. 17. — The British Embassy and the British Information Services here will be host to the Washington press corps, British Embassy and U.S. Navy personnel at a special invitational screening at the Motion Picture Association on Monday night, Dec. 22, of "The Silent Enemy." Philip Gerard, Universal Pictures' Eastern publicity manager, will be here from New York tomorrow to set the details of the special screening as well as a plan of cooperation with the U.S. Navy on release of the picture.

New Style Pressbook Sent Out on 'Buccaneer'

Exhibitors booking "The Buccaneer" are receiving this week from Paramount a new-style pressbook, constructed as a campaign portfolio. It contains four separate and individual sections, each dealing with one of the following promotion categories: publicity, advertising, exploitation and accessories. Described in the section are numerous ideas, tieups, contests, stories, layouts, ads and accessories that have been marshalled to form the "Buccaneer" campaign.

PEOPLE

Douglas Brister, formerly manager of the Warner Theatre in London, has been named by M. J. Frankovich, managing director of Columbia Pictures in Britain, to manage that company's newly-acquired house, the Columbia Theatre, which will open on Feb. 4, 1959.

□

Mrs. Robert D. Doyle was host to the Dallas chapter of Women of the Motion Picture Industry. Assisting her were Sue Benningfeld and Mmes. Vike Covington, Edward Morris, Grace Folsom, Tommy Ingram and George Watson.

□

Jack Cruischick, operator of the Avalon Theatre, Portland, has purchased from Ray Grombacher the Embassy Theatre in the same city.

□

C. H. Andrews has been reelected president of Stage Employees and Motion Picture Machine Operators, Local 332, of Clinton, Ia. Also reelected were Charles Tintey, vice-president; A. E. Hubbard, secretary-treasurer, and Paul Nadelhoffer, business agent.

□

John Thompson, of John Thompson Theatre Enterprises, Gainesville, Ga., has been added to the membership rolls of Theatre Owners of America.

□

C. G. Pantages, 20th Century-Fox branch manager in Albany, N. Y., was presented a car heater at the Christmas Party and dinner of the company's Family Club on Monday.

□

Brig. Gen. David Sarnoff, chairman of the board of Radio Corp. of America, discussed "Education in an Age of Change" as the principal speaker at a dinner meeting of Brandeis University at the Waldorf-Astoria here last night.

Independents' Growth

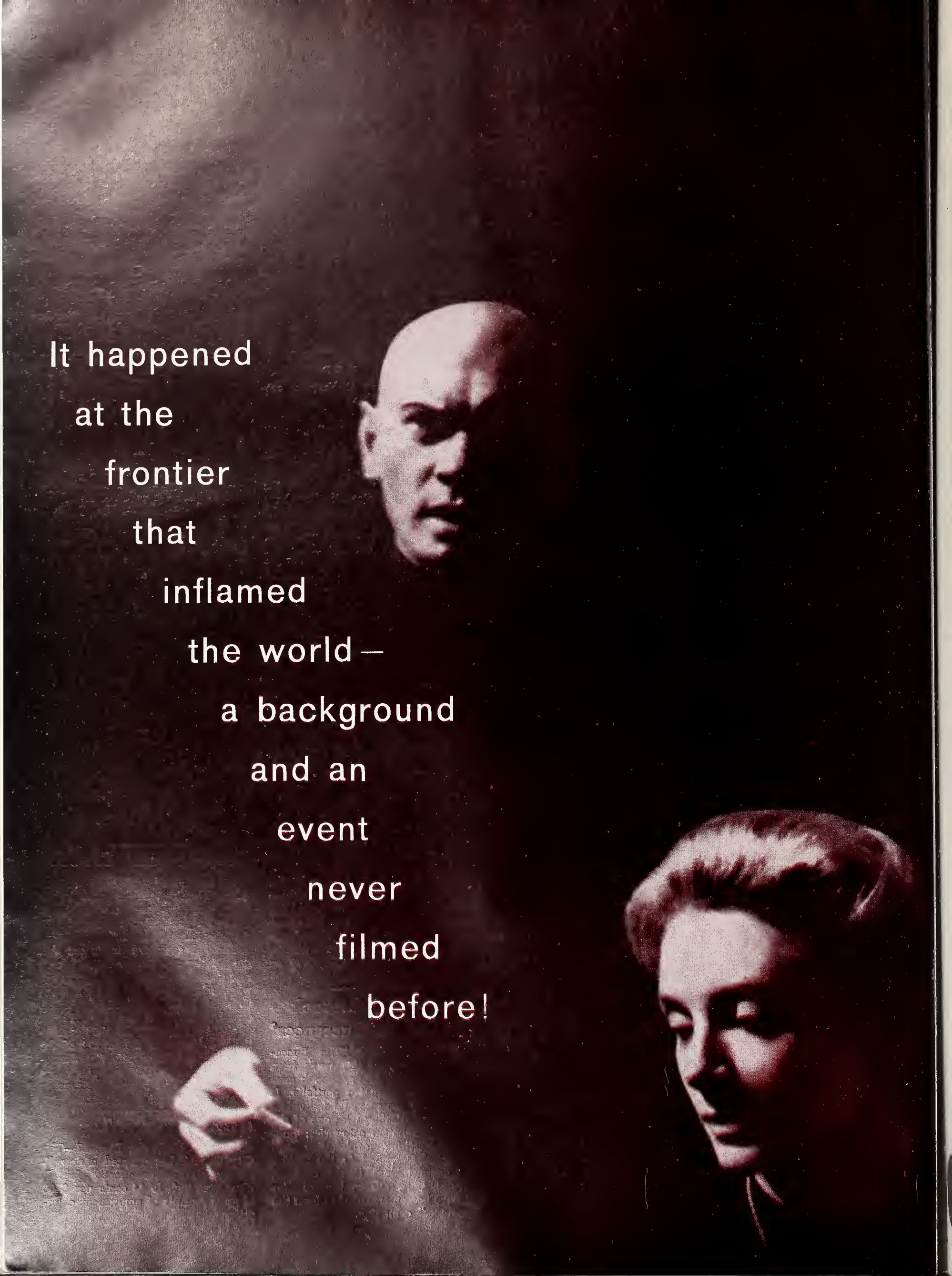
(*Continued from page* 1)

adds. "Nothing can be more important than to have the craftsman achieve a position of authority in the motion picture business."

The UA executive points out that the "independent revolution" took root about seven and a half years ago when Hollywood was going through its most difficult period. The article cites United Artists' record world gross of about $80,000,000 for 1958 as additional evidence of the impact of the "independent revolution." Youngstein also notes that independently-made films have won the Academy Award for the last three years.

New Covington Tax

COVINGTON, Va., Dec. 17.—The City Council has adopted a new license tax ordinance, effective Jan. 1. New rates include 44 cents per $100 of gross receipts of amusement enterprises.


It happened
at the
frontier
that
inflamed
the world—
a background
and an
event
never
filmed
before!

FOR 1959's
HALL OF FAME

Hollywood sent its brightest stars to the actual location. They brought back the story of an unforgettable journey and a love born in the ferment of the greatest revolt of our time.

M·G·M presents

DEBORAH KERR
YUL BRYNNER

in

ANATOLE LITVAK'S

Production of

"THE JOURNEY"

co-starring

ROBERT MORLEY · E. G. MARSHALL

with

KURT KASZNAR · DAVID KOSSOFF · MARIE DAEMS

And Introducing

JASON ROBARDS, JR.

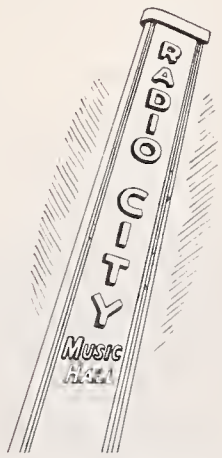
Screen Play by GEORGE TABORI

In METROCOLOR

An Alby Picture

Produced and Directed by

ANATOLE LITVAK



A COMING HIGHLIGHT AT
THE MUSIC HALL, N. Y.

YOU CAN BANK ON M·G·M

TV Campaigns

(*Continued from page 1*)

Buccaneer" at the Capitol Monday night, and the following night Fox brings "Rally 'Romnd the Flag Boys!" into the Palace.

20th-Fox yesterday described its large scale television promotion campaign, scheduled to start tomorrow and run through Christmas Eve, as "the most spectacular TV buy in motion picture history." The merchandising program will be carried over WCBS-TV, WRCA-TV and WNTA. The TV time will encompass every facet of broadcasting space, from early morning announcements, to daily appeals to housewives, to prime evening variety shows and late news shows.

Time Spots Much in Demand

Particular emphasis has been placed on buying time spots around top-rated programs such as "The Garry Moore Show," "Father Knows Best," "The Texan," "The Jack Benny Show" and the "Alfred Hitchcock Show." In addition, the top-rated 11:15 P.M. news shows will be saturated because of the importance of these programs during the strike emergency.

In total there will be more than 500 exposures on the television stations on "Rally," reaching throughout the metropolitan area.

An extensive radio campaign, commensurate in scope with the TV campaign, has also been devised and spot announcements on stations WNEW, WCBS and WRCA will play through the same time period as the TV promotional campaign.

Paramount said it had devised for "Buccaneer" the biggest radio and TV advertising campaign it has conducted in many years. More than $30,000 has been put into the day and night campaign that is saturating the metropolitan area with 500 radio announcements and 150 television spots.

Advantage for 'Buccaneer'

Paramount opened this campaign with the advantage of having published in the New York Sunday Times and the Wall Street Journal just before the strike full-page announcements of the coming of "The Buccaneer."

Loew's Theatres, which operates the Capitol, meanwhile is conducting a special "Buccaneer" campaign at its neighborhood houses throughout the metropolitan area. This involves the distributing to customers of various "Buccaneer" novelty items, including pirate eye-patches, which have been supplied by Paramount.

Paramount is also using more than 200 individual spots on radio and TV for its "Geisha Boy," which opens at the Mayfair Theatre tomorrow. This program was started last Sunday and will continue beyond the opening with the company investing over $20,000 on this phase of the campaign for the picture.

Paramount also said that radio-TV advertising has helped considerably in promotion of its film, "The Blob," which opened yesterday on the Loew's neighborhood circuit. First-day receipts were described as "gratifying." The company has spent over $17,000 on an extensive radio and TV program to promote the film and also used advertising in suburban newspapers in Westchester, Brooklyn and Queens which continued to publish.

Meanwhile, United Artists is blanketing the New York subway system with 26,400 posters advertising today's world premiere of "Separate Tables" showing at the Astor and Normandie Theatres.

The posters are adaptations of a full page newspaper ad prepared before the newspaper strike.

Some 6,600 subways cars each will display four posters today and Friday. The posters, 17 x 22 inches, give the playdates and feature portraits of the stars. This saturation display is one of the facets of the company's local campaign which also includes 'round-the-clock radio spot announcements, heralds posted near strategic newsstands and disk jockey promotion for the film's music.

Television Today

One Man's TViews

By Pinky Herman

IT's been a hectic few weeks with this scribbler and so it wasn't until Tuesday that we had a chance to dial in "The Garry Moore" CBShow. Aided by Wally Cox, Dorothy Collins, Helen Traubel, Marion Lorne and Varel & Bailly's fine "French Singing Group," Garry proved that he could not only keep his legion of daytime boosters but can't miss adding his name to the forthcoming lists of "best performers for the year." . . . Our Hollywood & Vine spy airmails that Lew Lauria's "Telephone Answering Service System of America" float in the forthcoming Tournament of Roses Parade, can't miss copping an Award this year. Sezze, "magnificent-even in black & white screen." . . . The Larry Gars (he's the eloquent WKBCaptain of wax-ology down yonder in N. Wilkesboro, N'oth C'alina) are now three with the arrival of 6-pound Laura Alice. . . . Jimmie Rodgers signed to guestrill Dec. 22 on the Patti Page Show TVia ABC. . . . Walt Framer's perennial "The Big Payoff," has been CBSigned for another semester (8th). The pint-sized producer sure struck it rich with this one and has still another potential bonanza in "Make A Million." . . . Aside to Walter Winchell: Your picking up our "Teri Josefovitz item" and the wonderful way in which you told his story concerning the Polly Bergen Columbia platter of his song, "It's Au Revoir Again," has resulted in hundreds of artists calling for copies and many extra spins of the platter. . . . Producer Perry Lafferty, Dorothy Collins and Johnny Desmond will play host to the "Hit Parade" cast with a party at Rattazzi's following the Dec. 19th NBCast. . . . RCA-Victor has already notched up a sale of 150,000 of the "Christmas Holidays at the R. C. Music Hall" LP album, featuring Raymond Paige Orch., conducting the Radio City Music Hall Symphony, Dick Liebert at the Organ, and the famed M. H. Choral Ensemble. . . .

☆ ☆ ☆

It's nice to report another example of initiative and enterprise paying off. For years Stan (the man) Richards plugged away on his WORL (Boston) programs to become most popular with teen-agers and grown-ups alike. Last week he took over as program director at WILD, has added Bill Marlowe and Joe Smith to his announcing and 'personality' staff which bids fair to make music lovers in this historical city, "WILD" with joy. . . . Dave Rodman's expert newscasting every night at 11 TVia WNAC, has earned him the coveted Neiman Award for 1958. Dave's delivery packs the wallop of world affairs savvy presented with an authoritative demeanor. . . . TIP to moom pitcher and teevee talent scouts: Tune in Saturday to Bob Brown's "Rate the Record" session (6:00-7:00 P.M.) TVia WNTA and take notice of a 16-year-old Verona High School Venus, Suzie Lee, who is one of the panelists. The dol-LEE has been acting since she was three and has just waxed a ditty "In His Convertible," for Seeco Recorded.

TelePrompTer Listed On Stock Exchange

TelePrompTer Corporation, whic sponsored telecasts on theatre close circuit TV of the Patterson-Har heavyweight championship fight, w listed yesterday on the American Sto Exchange under the ticker symb TP, according to an announceme by Irving B. Kahn, president a chairman of the board. When a mitted to trading on the Americ Exchange, there were 356,591 shar of the company's stock outstandin 14% of it held by the Western Uni Telegraph Company, Kahn said. The shares were previously traded ov the-counter.

TelePrompTer, organized in 195 has had a steady rise of annual gro revenue—from $96,221 in its first yea to $2,264,345 in 1957, the last r ported year. Gross revenues for t six months of 1958 ending June 3 were $2,024,197. Officials of the co pany have predicted that the last tw quarters' business will bring the yea figure to something in excess $3,500,000.

H-H-L Television Dep Under Perrin Directio

From THE DAILY Bureau

HOLLYWOOD, Dec. 17.—Harol Hecht today announced that Nat Pe rin has joined Hecht-Hill-Lancaster t head the television activities and t prepare and produce a number of fea ture films. The video productions wi be based on properties now owned b H-H-L.

Perrin, who recently resigned fro a producer post at 20th Century-Fo has spent the past 15 years as a write producer at Fox, Columbia an M-G-M.

Robert Young the Hos For ATAS Dec. 31 Bal

From THE DAILY Bureau

HOLLYWOOD, Dec. 17. — Two time "Emmy" winner Robert Youn will host the Academy of Televisio Arts and Sciences annual New Year' Eve Ball, it was revealed today b ATAS president Harry Ackerman Ackerman said the ball, which wi be held in grand ballroom of the Bev erly Hilton Hotel, will surpass al previous Academy social events.

'Goodbye' on Steel Hour

"Goodbye . . . But It Doesn't G Away," a drama about a family crisis will co-star Neville Brand and Jef Donnell, on the U.S. Steel Hour Wednesday, Dec. 31, at 10 P.M., EST via channel 2. The New Year's Eve dramatization, to be seen "live," was written by Raphael Hayes and wil also star George Voskovec and Inga Swenson.

Boycott Ended

(*Continued from page* 1)

·rs said students will meet periodi-ılly with Chakeres and review future ɔokings.

"There still will be some we can't ·e," he said, pointing out that Catho-c students use the Legion of Decency ıtings, which often have an "ob-ctionable in part" rating.

"Eventually we want Mr. Chakeres ı bring in only the good movies and believe the campaign will keep out ıe real trashy ones," Charters said.

Text of Resolution

The boycott started when some 600 udents of Catholic Central approved resolution calling for the ban. The ·solution read: "We, the teenagers f Springfield and the future citizens f America, voice our protest against ıe obscenity and horror displayed in ·rtain movies. Not only are they an ısult to the ideals and morals of ɔuth, they are a degrading influence ı our community. Therefore, we ledge our support in the crusade gainst indecent movies. We refuse to tend these shows and the theatres ıat show them regularly as a matter policy."

Several students at the meeting at-cked newspaper advertising of the isapproved films.

At the time of the start of the boy-ɔtt, Chakeres said virtually all of is pictures had been approved by ıe Legion of Decency. Charters, how-ver, said that a year's check, starting ı Oct. 1957, revealed that 50 per ·nt of the movies shown were classi-ed as objectionable in part.

Eager for 'Good Family Films'

"We are not condemning all pic-ıres," said Charters. "We would en-ɔy patronizing good family pictures. Ve disagree with Mr. Chakeres when e says that most of his films are ımily entertainment."

Chakeres at first said that the stu-ents' complaints should be sent to ollywood. The students countered ith the statement that "if theatre ıanagers didn't show them, Holly-ood wouldn't produce them."

The boycott gained speed when arochial elementary schools joined ıd county public schools voiced sup-ort. The Springfield Parent-Teacher ssociation went on record saying etter movies should be shown and ıggested a rating system similar to ·at of the Legion of Decency es-ecially for Springfield.

Not Selling, Says Adler

(*Continued from page* 1)

·r comment, but the financial district ·ports held that he had discussed a ıle of his stock to the company with ıck L. Warner, president, before the tter was injured in an automobile ·cident in the Riviera last summer, ıd that conclusive talks may be held ı the near future, now that Warner ıs recovered and is back at the udio.

Semenenko's holdings also are esti-ıated at approximately 100,000 ıares. Warner is the company's larg-st individual holder.

REVIEW:

The Doctor's Dilemma

Anatole de Grunwald Prod.—M-G-M

ANATOLE DE GRUNWALD, as producer and script writer, and Anthony Asquith, as director, have lavishly produced George Bernard Shaw's play of nearly 50 years ago and have transformed it into a gem of pictorial beauty. Each scene has the quality of a painting, due to the careful lighting and the period costumes designed by Cecil Beaton.

From the commercial point of view the production rates as an art product. Its principal selling arguments rest upon Shaw's name and the performance of Leslie Caron, whose standout performance in "Gigi" has greatly enlarged her following.

The characterizations are effective, but the action tends to be slow. Miss Caron is gorgeous to watch. Her costumes will be a delight for the women. The general stage technique of the period—circa 1910—will appeal more strongly, however, to students of the drama than to the younger set.

Dirk Bogarde, whose name has become well known in this country, has the role of a tubercular artist. His characterization is strongly etched. The drama revolves around Miss Caron's efforts to induce some of Britain's best known doctors to become interested in her husband. Their first interest is in her. They are all present at the death scene in the artist's studio. John Robinson, one of the young physicians, falls in love with her, but his romance is frustrated at an art exhibition after Bogarde's death when she tells him she is married to Terence Alexander, who appears only briefly.

Felix Aylmar, as an aged physician who listens to the medical theories of his co-practitioners with an amused detachment, gives an impressive performance. The art direction by Paul Sheriff is outstanding.

It is the type of production that will benefit from word-of-mouth advertising.

Running time, 98 minutes. General classification. Release, in January.

JAMES M. JERAULD

Albany Variety

(*Continued from page* 1)

State. In an address at the recent annual kickoff dinner for the Camp Thacher project, Alpert cited three opinions of the Attorney General which, combined, should make it possible for the City of Albany to designate the Variety Club and the camp's co-sponsor, the Albany Boys' Club, as the municipality's official agents for an expanded program to aid handicapped children.

Under this program, Alpert believes the camp could become eligible in "matching dollars" from the State Youth Commission, for as much as $9,600 annually. The city now has no project qualifying it for matching funds from the Commission.

A former assistant attorney general and holder of key state positions since 1943, Alpert emphasized that "for every additional dollar" Tent 9 raised, the state would contribute an equal amount—up to the designated figure. He offered to assist Variety in aiming at this enlarged goal.

Miss Winters in 'Odds'

HOLLYWOOD, Dec. 17.—Shelley Winters was signed today to co-star with Harry Belafonte in his first independent production, for United Artists release, "Odds Against Tomorrow." The picture, which will be directed by Robert Wise and filmed completely in New York, is scheduled to go before the cameras in mid-February, with rehearsals starting Feb. 1.

Joseph Dealy Dies

SAUGERTIES, N. Y., Dec. 17.—Requiem Mass was celebrated at St. Mary's Church here for Joseph Dealy, 75, who for 10 years had managed the Windham Theatre, Windham, for George Thornton.

Ad-Pub Group

(*Continued from page* 1)

possibility grew stronger there might be no newspaper advertising space to publicize the holiday product until next week.

At the same time the ad-pub committee considered production of a tabloid-size publication promoting first-run films to be distributed to the general public. This plan was assigned for study to members of the group's sub-committee and a further general meeting on it will be held at noon today.

The contemplated tabloid would be six or eight pages with each company designing a full page of publicity for its films. In addition to ads for the pictures this might include quotes from or the full reviews of new films which several daily newspaper critics have supplied the film companies despite the fact they have not been published in the papers.

Distribution a Problem

The major problem in regard to the tabloid is how it would be distributed to the public. It could be circulated at theatres, of course, as well as in restaurants and department stores. Also being considered is the possibility of distribution at those newsstands which are still open with the delivery facilities of magazine suppliers being employed. The sub-committee is also taking up the question of the cost and methods of preparing such a publication and will report on that today.

As a third emergency measure the ad-pub committee is working on a trailer which would include promotion for all of the pictures playing first-run engagements on Broadway during the holidays.

Details of this will be further discussed at the meeting today.

NOW you can get the color of Elmer's eyes right—in less light!

Here's a new 16mm Eastman original camera color film that's sure to make a hit with producers of industrial and professional films everywhere.

Ektachrome Commercial Film, Type 7255 is 2 to 2½ times faster, with better definition than you've ever seen before. What's more, it does not render existing color stock-shot files obsolete (new film may be inter-cut with older types). And we can provide dependable service or, if you wish, advise you on doing your own processing.

All of which adds up to better pictures, many of them taken under circumstances impossible formerly; cooler, more comfortable shooting; faster deliveries. In fact, better satisfaction all around! For technical details, inquire . . .

Motion Picture Film Department
EASTMAN KODAK COMPANY, Rochester 4, N.Y.

East Coast Division
342 Madison Ave., New York 17, N.Y.

Midwest Division
130 E. Randolph Dr., Chicago 1, Ill.

West Coast Division
6706 Santa Monica Blvd., Hollywood 38, Calif.

or W. J. German, Inc.
Agents for the sale and distribution of Eastman Professional Motion Picture Film, Fort Lee, N.J.; Chicago, Ill., Hollywood, Calif.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

OL. 84, NO. 118 NEW YORK, U.S.A., FRIDAY, DECEMBER 19, 1958 TEN CENTS

t Public Hearing

Jrge Theatres Be Given Wage Consideration

xhibitor Spokesmen Cite ıdustry Economic Status

Theatre spokesmen took the position the public hearing on the report d recommendations of the Amuse- ent and Recreation Minimum Wage ard for the amusement and recrea- n industry at the State Office Bldg. re yesterday that prevailing eco- mic conditions in the industry en- le exhibitors of the state to every nsideration possible when new mini- ım wage schedules are determined. The board's earlier report was re- ted and changes were made which, effect provide for more rapid grad- tion of the base pay in most of the ver theatre employee classifications. ıus, yesterday's hearing was limited

(*Continued on page* 5)

ix Films in 3 Months n Paramount Schedule

From THE DAILY Bureau

HOLLYWOOD, Dec. 18. — Para- ount is entering its most active pe- d in more than a year, with its pro- ction schedule to continue through arch, three major productions now ming, two starting within month and other in active preparation.

Three films now shooting until er first of year include Hal Wallis' Don't Give Up the Ship," starring

(*Continued on page* 2)

tudy Plans to Promote 59 Academy Telecast

Plans to make certain that all media ceive a steady stream of advance aterial on the 1959 Academy Awards lecast were formulated yesterday by e MPA coordinating group for pub- ity, a sub-committee of the adver- ing-publicity committee. This was e first meeting of the newly formed

(*Continued on page* 3)

Lazarus, Einfeld, Pickman, Seadler to Testify Today

Three other industry advertising executives will testify today at the hearings before the New York State Joint Legislative Committee to Study the Publication and Dissemination of Offensive and Obscene Material at the State Office Building.

In addition to Paul Lazarus, Jr., Columbia Pictures vice-president, these three will appear: Charles Einfeld, 20th Century-Fox vice-president; Jerry Pickman, Paramount vice-president; and Si Seadler, M-G-M advertising manager.

Bosley Crowther, critic of the New York Times, and Louis Pesce, director of the New York State Motion Picture Division, are also scheduled to be heard.

No Sale of Green's Stockholdings in Loew's

There has been no sale of Louis Green's stockholdings in Loew's and the dissident director is pursuing his plans for a proxy contest at the annual meeting of Loew's stockholders in February, a spokesman for Green said yesterday.

Reports in the financial district were that Ira Guilden, a member of the Loew's board, had offered to buy Green's stock and that of his supporters on the Loew's board, Jerome Newman and Joseph Tomlinson. Although

(*Continued on page* 2)

Committee on Offensive Material

Film Ads Under Fire At N.Y. State Hearing

Legislative Unit Counsel Hopes Problem Can Be Corrected Without Censorship

By JAMES D. IVERS

The New York State Joint Legislative Committee to Study the Publication and Dissemination of Offensive and Obscene Material will thoroughly explore all other avenues before turning to censorship. "It is most anxious to see any present evils corrected through the existing state motion picture division and by more effective, all-inclusive self regulation within the motion picture industry."

James H. Fitzpatrick, former chairman of the committee and now its general counsel, thus summed up the committee's aims yesterday at the opening of a two day hearing in New York.

From the opening of the sessions at 10 A.M. in the New York State Office building it was apparent that the present target of the committee is motion picture advertising. Fitzpatrick repeatedly referred to current film advertising, cited several times

(*Continued on page* 4)

Move Ahead with Plan For 'Cross-Plug' Trailer

Plans to proceed with a "cross-plug" trailer to be used at first-run Broadway theatres as special promotion during the newspaper strike were discussed at a meeting of the MPA advertising and publicity directors committee yesterday. Most of the Broadway theatres have agreed to go along with the trailer idea as newspaper strike negotiations continued to worsen yesterday.

It is planned that the trailer will be ready for participating theatres to start showing next Wednesday.

In the meantime Loew's and RKO neighborhood theatres yesterday began screening a "cross-plug" trailer promoting the holiday film attractions

(*Continued on page* 3)

Meinhardt Reelected Chief Barker, Tent 35

Ira Meinhardt was reelected chief barker of Tent 35, Variety Club of New York, at a meeting of the Tent's canvasmen at Sardi's yesterday. Harry Brandt was elected first assistant chief barker; James Velde, second chief barker; and Walt Framer, property master. Reelected as dough guy was Jack Hoffberg, and Harry Pim-

(*Continued on page* 5)

Conciliation Scored By N.Y.S. Exhibitor

Special to THE DAILY

ALBANY, Dec. 18. — Conciliation was described as "just a joke," because the distributor representatives "have made up their mind beforehand" by exhibitor George Thornton, owner of the Orpheum Theatre in Saugerties. Thornton filed complaints

(*Continued on page* 3)

EDITORIAL

THE SELLING PUNCH

By Martin Quigley, Jr.

AS some might say "the heat is on" with respect to alleged excesses in advertising. A committee of the New York legislature is holding hearings on the subject in New York City this week. From various parts of the country there have been continuing reports of objections by some newspapers to certain copy submitted. Last week a chain of newspapers in New York's Westchester County ran a lead editorial denouncing movie makers on account of an advertisement run by those same newspapers the preceding week.

One of the problems in connection with the subject of decent or indecent advertising is that some of the most vocal—on both

(*Continued on page* 3)

PERSONAL MENTION

BRUCE EELLS, executive vice-president of United Artists Television, has returned to New York from the West Coast.

•

ROBERT BRADFORD, president of Hy-Ford Productions, will leave New York on Sunday for Rome.

•

JACK MUNDSTUK, M-G-M branch manager in Buffalo, has returned there from Oneida and Gloversville.

•

DORIS KUCHMEISTER, secretary to ROGER LEWIS at United Artists, returned to New York yesterday from a vacation in the Virgin Islands.

•

WENTWORTH D. FLING, executive vice-president of Cinerama, Inc., will return to New York from London today via B.O.A.C.

•

ROBERT LITTLE, general manager of the Drexel, World and Bexley theatres, Columbus, O., is recovering there from injuries sustained recently.

•

YARO MILLER, Warner Brothers office manager in Cleveland, is confined to his home there following surgery.

$135 Million in 1959 Business Films: Wilding

Special to THE DAILY

CHICAGO, Dec. 18.—American business will spend approximately $135 million on industrial motion pictures, including production, distribution and equipment costs, during 1959, according to Wilding Picture Productions, Inc., Chicago. A volume such as this would represent an increase of five per cent over the probable year-end figures for 1958,, says Jack Rheinstrom, vice-president in charge of sales.

"In addition, the industrial stage show business, or sales meeting shows, which is an important part of the business communications industry, should amount to $12 million to $15 million in 1959, compared with approximately $10 million in 1958," Rheinstrom estimates.

To Film 'Hadleyburg'

Myer P. Beck announced yesterday that he will produce Mark Twain's "The Man That Corrupted Hadleyburg" in association with Howard Fast. Fast is currently writing the treatment and screenplay of the short story. Casting and distribution plans will be announced shortly.

Manby-Newbery Group To Offer 8 Films in '59

By SAMUEL D. BERNS

HOLLYWOOD, Dec. 18. — Show Corporation of America, organized by Robert Manby who is also president of Eldorado Pictures, a subsidiary of RKO Teleradio Corp., will have eight films, seven of which are completed, for release in 1959, it was announced today by Manby and Bruce Newbery at a press luncheon in the Beverly Hills Hotel.

Newbery, formerly with 20th-Fox in England, and general sales manager for Republic Pictures until 1956, stated "there must be an amalgamation of thinking between distributor and exhibitor and an application of business administration to meet the current demand in the marketing of films." He indicated his experience in exchange operation has taught him to regard the need for an exchange system as superfluous, and that the films that will be made available may be handled by a group of producer representatives.

Worked with Carl Dudley

Newbery, recently with Carl Dudley, working on the production of Cinerama and "South Pacific" is now an active producer with his own company, Morro Castle Films, producing in association with Show Corporation.

Newbery disclosed that Morro Castle Films and Eldorado Films, both Cuban corporations, have been extended a $2,000,000 fund by Cuban financing sources for production of films in that country.

Morro Castle and Show Corporation put up 40 per cent of the finances in the form of an irrevocable letter of credit redeemable in two and a half years from date of production at six per cent interest.

Manby, who has been with Thomas F. O'Neil for the past 11 years, started with the Yankee Network, and later becoming executive of RKO Teleradio, said, "Show Corporation has a contractual relationship under which it will acquire a number of RKO Teleradio properties."

Says $2,500,000 Invested

Representing an investment of $2,-500,000, Manby named the following films for distribution in 1959: "Catch Me If You Can" starring Gilbert Roland and Dina Merrill; "The Big Search" in color, which was started by Carl Dudley, but completed by Show Corporation; four films made in Ireland, with the Abbey Players, which were started by RKO and later finished by Show Corporation; and "A Gift for Heidi," which was started by RKO in association with William Cruikshank as producer; and "Kiss Her Good-Bye" currently being written by Alan Marcus for production in Cuba early next year.

No Green Sale

(*Continued from page* 1)

Guilden's office has refused to confirm or deny the reports, there are definite indications that talks were held with Green, at least, but that no agreement was reached.

Meanwhile, Tomlinson, who conducted an unsuccessful proxy fight at Loew's last annual meeting of stockholders, and who subsequently disposed of a large amount of his holdings, has been purchasing the stock once more. The N. Y. Stock Exchange reported that in November Tomlinson bought 16,900 shares and acquired additional indirect holdings of 20,000 shares, bringing his direct holdings to 150,000 shares and the 20,000 shares held indirectly.

In another development, two minority shareholders in General Industrial Enterprises charged the company had violated the Investment Act of 1940 in becoming involved in a dispute among Loew's directors over fulfillment of the latter's divorcement decree.

Claim $16-per-Share Average

In Federal District court at Wilmington, Del., the plaintiffs, Norte & Co., New York, and Irving A. Koerner, charged that Guilden's Baldwin Securities Corp., parent of General Industrial Enterprises, had purchased about 86,000 shares of Loew's stock prior to last Sept. 22, paying an average of not more than $16 a share, and that Guilden purchased 2,100 shares at an average price of $14. They charge that although General Industrial had ample funds to purchase the Loew's stock none were purchased for it at the time, but later some 80,000 shares were purchased for General at about $21.50 a share, allegedly in preparation for a possible Loew's proxy fight.

Clark, Knox to Re-Open Fenway, Boston, Jan. 15

Special to THE DAILY

BOSTON, Dec. 18.—The 1,365-seat Fenway Theatre here, which was relinquished recently by New England Theatres, Inc., will not remain closed for long. The NET circuit announced earlier that it would not renew the lease but would close the house after the last performance on Jan. 7. One week later the theatre will be reopened by Lloyd Clark and Winthrop Knox, Jr., on a management basis.

Although the new policy has not been definitely established, it is expected to be on a subsequent run basis, playing 14 days after downtown Boston, with a first run film occasionally. Under the NET banner, the Fenway had been a first run showcase, playing day and date with the Paramount Theatre.

New York Show is Schedule For Rogers Hospital Monda

Special to THE DAILY

SARANAC LAKE, N. Y., Dec. 18 —A Christmas week of entertainmen will start here on Monday for al patients of the Will Rogers Hospital when a Christmas Salute Show wil feature prominent entertainers wh will come up from New York especial ly for that purpose.

Among the performers will be th Hines Kids, Bunny Briggs, Larry an Marion Raymond, Dan Healey, Jin Harkins, Al Tueker, Mel Haynes, Pat rieia Burns and Mary Roehe.

MPPC Drive Reaches Point 12% from Goal

From THE DAILY Bureau

HOLLYWOOD, Dec. 18. — Motio Picture Permanent Charities woun up the active phase of its 1959 cam paign in the studios and allied in dustries yesterday after raising $1,080, 132 from 23,326 subscribers to reac 88.17 per cent of its $1,225,000 goal chairman James Stewart announce yesterday at the MPPC's final repor luncheon.

In recognition of his service an accomplishments in the 1958 an 1959 campaigns, MPPC board of di rectors, through president Ca Cooper, presented Stewart with a engraved silver bowl.

Six Films Set

(*Continued from page* 1)

Jerry Lewis, Dina Merrill and Micke Shaughnessy; Penebaker Productions "One-Eyed Jacks," with Marlon Bran do both star and director; and "Th Jayhawkers," Norman Panama-Mel vin Frank production.

Starting Jan. 5 will be Willian Perlberg-George Seaton's "But Not fo Me," starring Clark Gable and Car roll Baker. "Heller with a Gun, Sophia Loren-starrer, is set for a Jan 12 start. This is a Carlo Ponti-Mar cello Girosi production.

Hal Wallis' "Career" will start i mid-February. The top foursome ar Dean Martin, Anthony Franciosa Shirley MacLaine and Carolyn Jones

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
"AUNTIE MAME" Starring
ROSALIND RUSSELL
FORREST TUCKER • CORAL BROWNE • FRED CLARK
In TECHNIRAMA® and TECHNICOLOR®
A WARNER BROS. PICTURE
and THE MUSIC HALL'S GREAT CHRISTMAS STAGE SHOW

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincen Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Wash ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in th principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefelle Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-Presi dent and Treasury; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a yea as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as secon class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c

MMPTA Board Lauds ACE Accomplishments

The board of directors of the Metropolitan Motion Picture Theatre Association, in a letter to S. H. Fabian, chairman of the American Congress of Exhibitors, has voted "its sincere and heartfelt congratulations to the American Congress of Exhibitors for the magnificent accomplishments which were achieved within an incredibly short period.

"It is difficult to express in words" the letter continues, "the tremendous impetus that this new organization has given to the vital cause of exhibition and industry unity.

"We know that under your leadership and the cooperation of exhibitors throughout the country that ACE will go forward to achieve its objectives and that together with COMPO it will unite producers, distributors and exhibitors in solving the serious and complex problems which confront us in these difficult times.

"Please convey to your associates the desire of our membership to help and assist in every way possible the speedy completion of the contemplated goals."

'Cross-Plug' Trailer

(*Continued from page* 1)

of each circuit. A similar trailer is also being used by Brooklyn, downtown theatres, with the RKO Albee, Loew's Metropolitan, the Paramount, and Fabian's Fox participating.

Other developments in the campaign to speed up promotional material in other media than newspapers included plans by the MPA committee to continue distribution of its "Holiday Movie Guide." This one-sheet, listing current and coming films at Broadway theatres, is being sent out to television and radio stations and other outlets.

Will Drop 'Tabloid'

Decision was made yesterday to drop the idea for a tabloid-sized film publication to be distributed to the general public during the strike. Costs and the difficulties of distribution were factors in deciding against this plan.

Radio commentator Barry Gray will read the written but unpublished reviews of Hecht-Hill-Lancaster's "Separate Tables" over his WMCA midnight to 2 A.M. program tonight. The United Artists release had its dual world premiere at the Astor and Normandie Theatres here yesterday. Gray also will interview Delbert Mann, director of the film.

Columbia in 'TV Guide'

In a successful effort to break into local mass media in the face of the strike, Columbia Pictures prevailed upon TV Guide to hold-up printing of its next issue (due out Monday) so that a special two-page insert from Columbia could be included. The insert will plug both "Bell, Book & Candle," opening Christmas at the Rivoli and Fine Arts and "The 7th Voyage of Sinbad," now at the Roxy. The New York issue of TV Guide has a circulation of 1,200,000.

THE SELLING PUNCH

(CONTINUED FROM PAGE 1)

sides—do not know what they are shouting about. There is something ironic and absurd about a newspaper denouncing something that it printed of its own free will. It is also laughable that newspapers that have been featuring every kind of lurid scandal in their "news" columns should object, say, to the mention of sin and crime in advertising. A newspaper that features sex in its own news and pictures and in its feature columns should get its own house in order before pointing a finger at a movie maker or exhibitor.

On the other hand the cries about freedom of the press are not pertinent. A newspaper has a responsibility to edit what it accepts for its columns be they news columns or advertising space. With that responsibility goes the obligation of maintaining standards that are reasonable and are applied without favor or discrimination. A newspaper cannot be forced to print an advertisement any more than it can be forced to print a news release.

The purpose of all advertising is to rouse attention and move to action. Its first requirement is to get readership. An unread ad might just as well be blank space. A good ad is one that moves a significant number of its readers to action. So far as a movie ad is concerned, the action wanted is buying a ticket of admission. Movie advertising must have "a selling punch." Movie advertising competes with all other forms of advertising for the reader's attention. It is selling a perishable commodity, one that is on sale in the community for only a short space of time.

Theatre advertising must get readership; it must stimulate interest, and it much achieve decisions.

These purposes, of course, give no excuse for abuses. Advertising, like pictures themselves, has an obligation not to lower moral standards. The great majority of motion picture ads are acceptable by any reasonable standards. The problem is to discourage the use of those which are not, before damage is done.

Conciliation

(*Continued from page* 1)

with two major distributors here several months ago, asking for removal of the clearance that Walter Reade Theatres holds in Kingston over the Orpheum.

Thornton claimed there was "no competition" between his theatre and the Reade one since they are in cities 13 miles apart. He argued that Kingston, since it is a larger community, draws trade from Saugerties, but the latter could not take any from Kingston.

The Reade 9-W Drive-In at Kingston also was involved in the complaint of Thornton, who said the clearance in this case served to delay his securing pictures in the summer. Obtaining no relief in either instance locally Thornton took the cases to New York where he also said he received no aid.

The Thornton cases were the only ones in conciliation officially reported here, although two others, both involving percentage pictures, were said to have been instituted. Interest in the conciliation machinery appears to have been slight throughout the area.

Academy TV

(*Continued from page* 1)

group, which is one of four coordinating units of the ad-pub committee. Phil Gerard is chairman of the subgroup.

Talk by Blumenstock

Addressing the session was Sid Blumenstock, director of promotional activities for the telecast, who discussed what the publicists can do to follow up in special areas such as columns, fan magazines, syndicates, etc. The committee then discussed how this work would be assigned.

Also attending the meeting were Hortense Schorr, Burt Champion, Emery Austin, Mort Nathanson and Taylor Mills.

N.Y. Salesmen Elect

Fred Mayer of Universal was elected president of the Colosseum of Motion Picture Salesmen of New York at a meeting this week. Named as vice-president was Eugene Newman, Paramount; treasurer, Jules Rieff, Columbia; and secretary, Myron Starr, United Artists.

Film Ads Under Fire at N. Y. State Hearing

Witnesses Are Drawn from Several Fields

(*Continued from page* 1)

the suppression of ads on "Anna Lucasta" by Chicago newspapers, and questioned Gordon White, director of the MPAA Advertising Code Administration, closely on the control of advertising and specifically on ads for a number of pictures.

The latter line of questioning arose because one of the witnesses preceding White was James Benton of the Benton circuit in upstate New York. Benton related that the Plattsburgh, Press Republican, newspaper in Fitzpatrick's home town, had run several letters to the editor protesting motion picture ads and then had rejected Benton's copy for an ad on "Cat on a Hot Tin Roof." The exhibitor declared that he thoroughly agreed that the advertising on this and on many other pictures was objectionable from his point of view but added that he was powerless to change it because the only mats available to him and to most other small exhibitors were the ones from the distributor's press book.

White, when his turn on the stand came, emphatically denied this, pointing out that exhibitors all over the country constantly change press book advertising copy, but Fitzpatrick clung to his position and that of his witness that the small exhibitor is limited by his lack of facilities for the creation of advertising to the output of the distributor.

Yesterday's witnesses included, besides White and Benton, R. John Phillips, executive director of the MMPTA; Mrs. Duncan J. O'Brien, of the New York City Federation of Women's Clubs; Rt. Rev. Msgr. Joseph McCaffrey of Holy Cross Church on 42nd Street; Thomas Gregg, mayor of Amsterdam, New York; the Rev. Harold Gardiner, S.J., literary editor of "America," and Dr. Ralph Banay, consulting psychiatrist of N. Y. City Police Dept.

Cites Maryland Moves

The lines of the committee's approach to alleged obscene advertising were clear in Fitzpatrick's questioning of witnesses. He several times asked whether or not certain advertising could be considered "misleading or misrepresentative of the picture" and he asked several witnesses whether or not they were familiar with the proposed Maryland legislation which would define certain pictures as "adult."

The counsel, however, praised the industry's self-regulation through the Production Code and the Advertising Code. "The efforts of the motion picture industry through the Code Administrations," he said, "have been extremely useful and important in developing such degree of restraint as now exists. Without them we feel that the situation would be chaotic."

Outlines Code's Objectives

White read a long prepared statement which set forth the operation and purposes of the Advertising Code Administration and, answering the questions of Fitzpatrick on "misleading advertising," said that advertising copywriters must compress the "spirit, the atmosphere, the feeling" of a picture into a few words or a picture. He contended that in general this is done, at least by the distributor members of the MPAA and those who utilize the services of the Code Administration. "Our object," he said, "has been and will continue to be to make our pictures and our ads reasonably acceptable to reasonable people."

He spoke also of changing public attitudes on public morality. "We do not operate in a vacuum," he said. "And, while we have strongly resisted the trend toward a breakdown of public morality we cannot stem the tide. At least we are not at the head of the parade. We are far behind it, and proud of it."

Sees No New Laws Needed

Concluding, he said that in his view no new legislation is needed. "Everywhere there are laws against obscenity. Let those be enforced. After all, our aims are the same as yours. But we believe that censorship is never a good answer to the problem because it misplaces the responsibility."

Fitzpatrick then questioned White at length on each of a number of press books which Benton had submitted as being in his opinion objectionable. Many of these were for pictures not submitted to the Code Administration. Those which were included: "Tunnel of Love," "Desire Under the Elms," "Edge of Fury," "Home Before Dark" and "Teacher's Pet." All of these White defended as being either not salacious or as fairly presenting the contents of the picture.

Silent Regarding 'Increase'

Although Fitzpatrick pressed the point, White refused to make any guess as to whether or not the exploitation of sex, brutality or horror has increased or decreased since 1955 when he testified before the Kefauver committee.

On the question of foreign or art pictures, White pointed out that there is danger of over-emphasis on these pictures and on their advertising because their playing time and bookings are so limited outside of certain areas. Asked by Fitzpatrick if "flagrant violations of decency by pictures or advertising in this area" have a detrimental effect on the rest of the motion picture industry, White said, "Certainly it would if they were continued or had a very large impact on the rest of the country. But they do not."

Counsel Pays High Tribute to Industry Code

Makes Suggestion to MPAA

After praising the work of the Code Administration in general, Fitzpatrick said that he believed, however, that the MPAA could insist on much closer adherence to its principles. "Such insistence," he said, "would contribute enormously to our society and it would save your own industry by preventing the law from stepping in."

Phillips, appearing for the MMPTA, said, "Our theatres cater to family patronage. We are opposed to obscenity in motion picture films and motion picture advertising. However, we feel that . . . self-regulation is a prerequisite to the successful operation of any business that caters to the public. We have confidence in the good taste and discrimination of the movie-going public, who we feel are equally opposed to obscenity in motion picture films or advertising." He concluded with a plea for the enforcement of present laws against obscenity, which he said were adequate.

Bilgrey Defends Headline

Felix Bilgrey, attorney for Times Film Corp., also appeared to protest the inclusion in the committee's exhibits a poster on "Nana" which featured the quote "Naughtiest film of the year." Since the quotation was from a newspaper review, Bilgrey felt that featuring it in the ad was not contrary to decency.

YOU ARE CORDIALLY INVITED TO ATTEND

A. M. P. A.'s 42nd ANNUAL

CHRISTMAS LUNCHEON-PARTY

TUESDAY, DECEMBER 23rd, 12:15 P.M.

Georgian Room, Hotel Piccadilly

•

STARS OF STAGE, SCREEN, TV

•

PLUS PLENTY OF DOOR PRIZES

Tickets $4 each
Including Luncheon
And All Gratuities

Phone Hans Barnstyn
or Clyde Griffith PL 3-2434
For Reservations

Henry Oldtimers Set Founders' Day Fete

A number of prominent members of the motion picture industry who grew up in New York City are expected to attend the 20th annual Founders' Day dinner and dance of the Henry Oldtimers, which is set for the evening of March 28 in the Sert Room of the Waldorf Astoria. The Henry Oldtimers are an alumni group which supports settlement house activities. The dinner and dance will climax a current campaign to raise funds for both settlement house projects and two summer camps, Henry and Echo Hills.

The affair also coincides with the birthday of Miss Lillian D. Wald, the famous pioneer social worker who founded the Henry Street Settlement House.

ra Meinhardt

(*Continued from page 1*)

ein was appointed legal representa-ve and Mort Sunshine in charge of ublic relations. Al Steen was re-ppointed press guy.

Framer Heads Steering Group

In addition Framer was named airman of the publicity and public lations steering committee, a new oup whose functions will be an-unced later.

The crew voted to continue Cancer ontrol Research Foundation affilia-on and support to the Institute of pplied Biology and the Trafalgar ospital.

Buccaneer' Now Slated n 400 Holiday 1st Runs

Paramount's "The Buccaneer" will the Christmas-New Year's attrac-on in 400 of the countrys first-run eatres, the company disclosed yes-rday, adding that the Cecil B. De-ille presentation has been booked to e limit of its print supply. Para-ount has pulled out all stops in pro-oting the film.

Pre-Christmas openings will total 0, and pre-New Year's openings will mber 150, with the entire 400 prints orking" as of New Year's Day.

etroit Suburb Booms; heatre Is Renovated

Special to THE DAILY

DETROIT, Dec. 18. — Detroit oney—including exhibitor investment s going heavily into the city of enton, where business is definitely the upswing. One of Michigan's gest supermarket chains has opened large store near a huge emporium nducted by Detroit exhibitor Irving linski, who in addition to theatres s five other such stores.

Will Cost $15,000

The community's only film theatre, Trenton, closed last week for seating, re-decoration and refur-shing. Owner William London states at $15,000 will be invested in im-ovements, with reopening scheduled Christmas Day. The house is op-ated by Affiliated Theatres of De-it and managed by Harry Klasp. ying and booking is done by Co-erative Theatres of Michigan.

JP Names German ommittee Chairman

William J. German, president of . J. German, Inc., has been named airman of the Amusement Division mpaign on behalf of the Federation Jewish Philanthropies. He succeeds arles B. Moss, of the B. S. Moss rcuit.

German also is a member of the rdinal's Committee of the Laity and lds directorships with the Will gers Memorial Hospital, Foundation Motion Picture Pioneers and Asso-ated Motion Picture Industries.

White Presents Industry Position At State Film-Advertising Session

Following are highlights of the statement read by Gordon S. White, Advertising Code administrator, at the N. Y. State Joint Legislative Committee to Study the Publication and Dissemination of Offensive and Obscene Material.

"The Motion Picture Association was organized in 1922 for the purpose, among others, of (I quote from the Articles of Incorporation) establishing and maintaining the highest possible moral and artistic standards in motion picture production.

Tells of Code's Origin

"After eight years the membership of the Association, in 1930, adopted a Production Code and an Advertising Code. These Codes mark the embodiment and acceptance of moral responsibility on the part of the American motion picture industry to the vast world-wide public which it serves.

"Our industry was the first among the media of mass communication in any country to adopt such a system of self-regulation. Other media in this country and film industries in other nations have since drawn on our Codes as guides to their own self-regulation programs. We are pleased that this has been so.

"The Advertising Code is designed to apply to motion picture advertising the same basic principles of decency and morality that the Production Code calls for in the content of the films.

Cites Agreement on Ads

"As with the Production Code, company members of the Association subscribe to the Advertising Code as well. But, again, its services are open alike to members and non-members. Any producer carrying the Seal of Approval on his picture agrees in advance to bring the film's advertising into line with the Advertising Code.

"In the 24 years that the Advertising Code has kept records more than two and a half million still photographs have gone through this process, and more than three and a half million items, over all, have been processed.

"Most of this great quantity of material is thoroughly acceptable as originally submitted. Processing it under the Code is more or less routine.

"At the other end of the scale, a rare piece of material may be considered to be thoroughly unacceptable. The answer to such is quick and simple . . . 'Disapproved.'

Regarding 'Graying Zone'

"But in between, in a sort of 'graying' zone, is a comparatively small amount of advertising copy which is border line. Most of this copy can be, and is made acceptable by revisions and corrections, on which we consult with the advertising writers, and it is approved on resubmission.

"Motion picture advertising is neither misleading nor misrepresentative because it does not give a verbatim report of everything that's in a film. That is impossible; there's not space; there's not time. If it conveys the spirit, the general impression of the photoplay, this is fair, proper, accepted advertising practice.

"And when a picture deals with crime, or pseudo-science, or horror, I feel just as strongly that advertising would be equally unfair, equally improper, if it did not make this clear. Always, of course, the presentation should not be intrinsically offensive or too gruesome, and this the Administration seeks to avoid.

"Fortunately, we believe the bulk of the many millions of ads which appear every year, are influenced by the Advertising Code. But it is important also to note what does not come under the control of the Code. Most ads are placed locally by exhibitors, the theatre operators. Any of them is free to prepare his own ads or to change the press books ads as he sees fit. And the Code is not applied to the few American fringe productions or the many foreign productions which are not approved under the Production Code.

"Another thing that is important to keep in mind in considering criticisms of films and film advertising, is our changing public attitudes.

Stresses Self-Regulation

"But I would emphasize that the American motion picture industry, operating under our voluntary system of self-regulation, has strongly resisted the trend to break down accepted standards. We are not at the head of this parade. We are, in fact, far behind it . . . and we are proud of this.

"Court decisions dealing with things in recent years seem to be setting obscenity as the limit of acceptability. Our Codes have set much higher standards for the American motion picture.

"Let me say as strongly as possible that we hate obscenity as much as you do. We say: when you find it, prosecute those responsible. Everywhere there are laws against obscenity and pornography. Let those laws be enforced, so that violators will learn that they must share the public responsibility which can and should provide the right answer to the maintaining of those reasonable standards of conduct which are desired by decent men.

'Our Aims . . . the Same'

"Our aims, we believe, are the same as yours, even though our angles of approach to the problem may be a bit different. We believe that the old, deceptively simple answer . . . 'Pass a law! Appoint a censor!' . . . is not the right answer. In a free society censorship is never a good answer or a good remedy . . . for it misplaces responsibility. And what we need is more, not less responsibility . . . in industry, and in the public . . . with prosecution wherever necessary of those guilty of gross violation."

Minimum Pay

(*Continued from page 1*)

primarily to the proposed schedule of graduated wages.

Among those appearing before Industrial Commissioner Isador Lubin for the theatre owners were Morton Sunshine of Independent Theatre Owners Association of N.Y. and D. John Phillips of Metropolitan M. P. Theatres Assn. If the new recommendations are accepted, they will become effective 60 days after approval.

Basically, they provide that all theatre employes except those listed otherwise be paid $1.00 per hour through Aug. 31, 1959, and $1.05 thereafter. Specifie employes are to be paid as follows: cashiers, cleaners, porters and matrons, 90 cents per hour through Feb. 29, 1960, throughout the state, and $1 thereafter; ticket takers and doormen, 85 cents through Feb. 29, 1960, and $1.00 thereafter; ushers, children's matrons, ramp and checkroom attendants and other unclassified workers, 75 cents minimum.

Witnesses Heard

In all, 11 witnesses appeared, including those from other divisions of the entertainment industry, and some two dozen others attended the hearing as observers. Theatre speakers stressed the difficulties confronting their operations and pointed out that the theatres have been accorded tax relief by the government in recognition of their need for assistance. They urged that since theatres are seeking relief from every possible source that consideration be given their position when the new schedules are finally decided.

Teen-Age 'Code' Sought

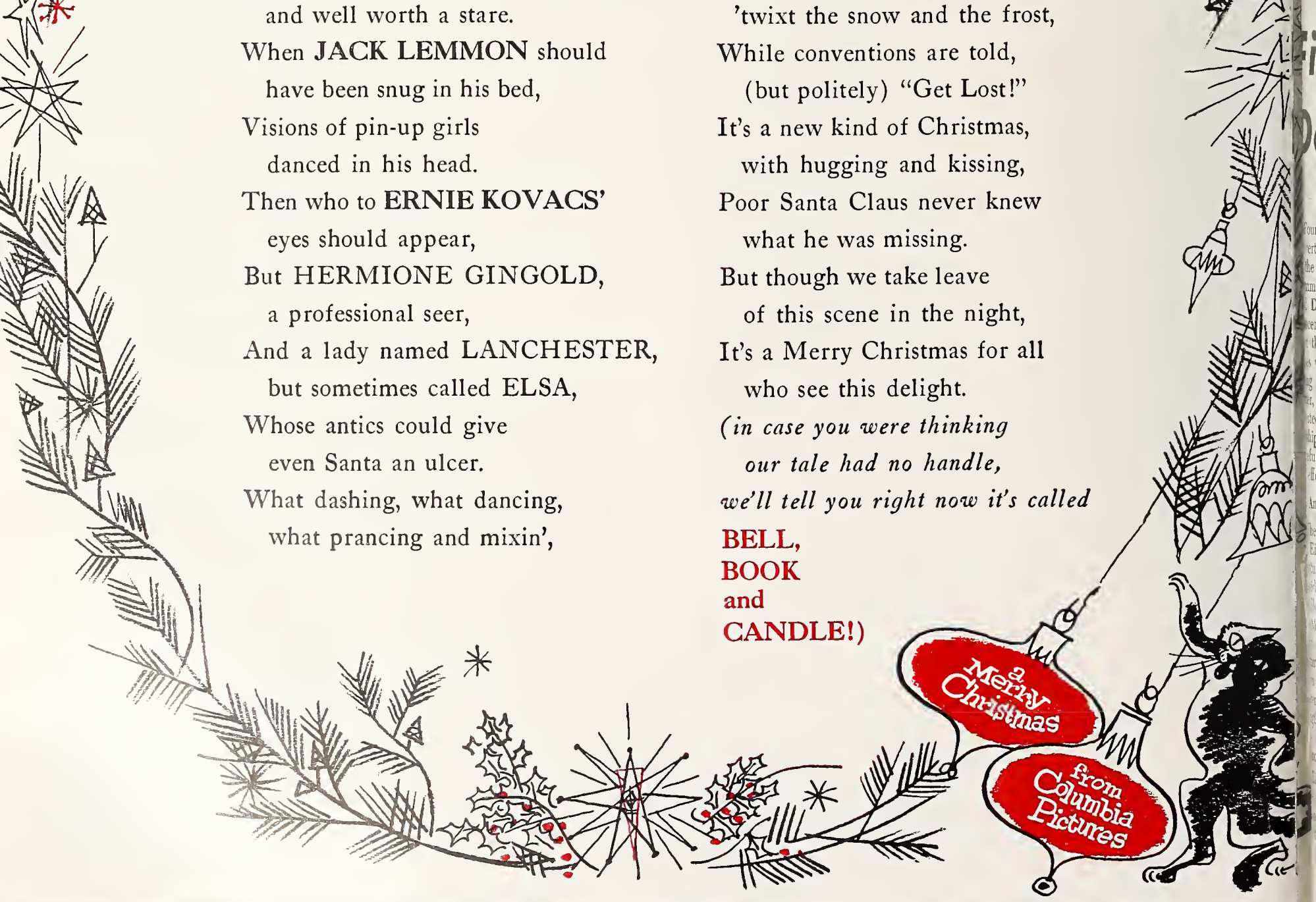
CRESTON, Ia., Dec. 18.—A "Teen-age Code" proposed by the youth problems committee of the Creston Community Council suggests that "comic books and movies should be carefully screened by an appointed committee to judge their snitability for young people."

aircraft: COMET 4!
(pure jet!)
flight: MONARCH
(de Luxe and First Class only)
frequency: NIGHTLY
(leaves New York at 9 p. m.)
destination: LONDON!
BOAC
reservations through your Travel Agent or
BRITISH OVERSEAS AIRWAYS CORPORATION
Flights from New York, Boston, Chicago, Detroit, San Francisco, Montreal. Offices also in Atlanta, Dallas, Los Angeles, Miami, Philadelphia, Pittsburgh, Washington, Vancouver, Winnipeg, Toronto.

'Twas the night before Christmas.....

and **JAMES STEWART**
came calling,
Upon a young temptress
for whom he was falling.
The stockings weren't hung
by the chimney with care,
But were filled by **KIM NOVAK,**
and well worth a stare.
When **JACK LEMMON** should
have been snug in his bed,
Visions of pin-up girls
danced in his head.
Then who to **ERNIE KOVACS'**
eyes should appear,
But HERMIONE GINGOLD,
a professional seer,
And a lady named LANCHESTER,
but sometimes called ELSA,
Whose antics could give
even Santa an ulcer.
What dashing, what dancing,
what prancing and mixin',
It was obvious a hot-toddy
night was a fixin'.
Miss NOVAK, since childhood
unable to blush,
And Mr. STEWART, an expert
on a subject hush-hush,
Strike up the sparks
'twixt the snow and the frost,
While conventions are told,
(but politely) "Get Lost!"
It's a new kind of Christmas,
with hugging and kissing,
Poor Santa Claus never knew
what he was missing.
But though we take leave
of this scene in the night,
It's a Merry Christmas for all
who see this delight.
(in case you were thinking
our tale had no handle,
we'll tell you right now it's called

BELL,
BOOK
and
CANDLE!)



Presented by COLUMBIA PICTURES in TECHNICOLOR® • Co-starring JANICE RULE • Screenplay by DANIEL TARADASH • From the play by JOHN

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

OL. 84, NO. 119 NEW YORK, U.S.A., MONDAY, DECEMBER 22, 1958 TEN CENTS

U. S. Court Asks Report On Film Co. TV Interests

Palmieri Expresses Belief at NTA-NT Hearing That Consent Decrees Prohibit Joint Enterprises of Cos. in Any Field

The belief that the industry consent decrees in the U. S. vs. Paramount case prohibit divorced companies from having any direct or indirect interest in a common enterprise in any field, including television, was expressed by Federal Judge Edmund L. Palmieri in U. S. District Court here on Friday during a hearing on National Theatres' plan to acquire National Television Associates. Twentieth Century-Fox owns 50 per cent of NTA Film Networks, an NTA subsidiary.

Pursuing his interpretation of the decrees, Judge Palmieri asked Assistant to the U. S. Attorney General Maurice Silverman to prepare by March 2 a report for the court's fuller information on all of the television interests of the decree companies, at the same time informing the court whether it approves of the cases reported on hand, if not, why. He indicated he believed it to be his duty to go into the matter.

Another Session Jan. 28

Judge Palmieri reopened the case and set Jan. 28 for another hearing. He stated that he felt now that if he were to approve the National Theatres acquisition of N.T.A. it would be "tantamount to approving a violation of the decree," and asked Silverman to propose an alternative plan.

Two Suggestions Made

The Justice Department attorney suggested that perhaps 20th-Fox could be persuaded to dispose of its 50 per cent interest in NTA Network; or NTA might be persuaded to sell its remaining 50 per cent interest in Network to 20th-Fox, or to a third party, thus eliminating the common interest of National Theatres and 20th-Fox in N.T.A. operations.

Presumably, attorneys for National Theatres, N.T.A. and the government will endeavor to work out some agreement having that effect between now and the Jan. 28 hearing.

At a hearing on the National Theatres' petition a week earlier Judge Palmieri had raised the question

(*Continued on page* 6)

Highlights of Ad Hearings

Controls which work to see that film ads won't stray from the acceptable cited by Charles Einfeld.

Censorship is not the answer, says Jerome Pickman.

Industry has had to adapt to changing mores of the nation, is Si Seadler's view.

Over-emphasis on harmful aspects of ads as stressed in hearings scored by Paul Lazarus.

Film Advertising Code Defended by Officials

By VINCENT CANBY and JAMES D. IVERS

Four industry advertising executives staunchly defended the industry's dvertising Code Friday in the second day of the two-day hearings conducted n the State Office Building here by the New York State Joint Legislative ommittee to Study the Publication nd Dissemination of Offensive and bscene Literature. Each admitted nat there were, perhaps, individual ases when the Code for film adversing had not been followed to the tter, but this, they emphasized, conituted no argument for prior censrship but required rather a more areful adherence to the rules already n effect.

Answer Fitzpatrick Questions

The four executives were Charles . Einfeld, vice-president of 20th entury-Fox; Jerome Pickman, vicesident of Paramount Pictures; Si eadler, advertising manager of MGM, and Paul Lazarus, vice-presient of Columbia Pictures. Their estimony occupied most of the afteroon hearings. Following prepared tatements each was questioned at ength by James H. Fitzpatrick, forner chairman of the committee who s now its general counsel.

Einfeld led off the testimony by he industry executives in a statenent in which he reiterated his faith n the controls presently at work in the motion picture industry. The Advertising Code Administration and the Production Code Administration, he said, "have done their job well and, in fact, have served as models for similar organizations by other industries." Einfeld then listed eight different steps or controls which work to see that film advertising seldom strays far from what constitutes acceptable material:

(1) The Ad Code Administration.

(2) An appeal board from an Ad Code Administration decision, consisting of Gordon White and the presidents of several other film companies not directly involved in the dispute.

(3) The advertising chiefs of newspapers and magazines or the continuity chiefs of the radio and TV stations who pass on all advertising copy accepted by them.

(4) A number of national organizations who are constantly keeping an eye on the film industry—such groups as the Legion of Decency, the Na-

(*Continued on page* 3)

Jrges French Censors to Be More Strict

By HENRY KAHN

PARIS, Dec. 18 (By Air Mail).— . A. Trichet, president of the Naonal Federation of Cinema, took the dustry by surprise here when he nexpectedly pronounced himself as ing a champion of film censorship. In a letter to Georges Raguis, the ederation's representative on the ensorship Commission, M. Trichet id, "Be extremely firm regarding ny production which would be able, through its bad influence, to

(*Continued on page* 2)

Columbia Sets Seminars Here on 'Seventh'

Over 100 executives, promotion men and house managers representing five metropolitan New York circuits will meet at Columbia Pictures' home office today and Tuesday for advertising, publicity and exploitation seminars regarding promotion of "The 7th Voyage of Sinbad."

During the seminars each day, which will follow screenings of the Dynamation feature, Columbia sales and promotion executives will cover phases of the various campaigns for the film, including national material that can be adapted locally and will review the New York advertising and exploitation drive put on for the Roxy premiere in the face of the newspaper strike.

'Buccaneer' Will Open At Capitol Here Tonight

Paramount's "The Buccaneer" will have its New York premiere this evening at an invitational affair at the Capitol Theatre. The Cecil B. DeMille presentation will debut before a "black-tie" audience of entertainment celebrities, government officials, society leaders, film industry and other business executives, leading educators, United Nations representatives and others. DeMille himself will attend the premiere.

First-night excitement will be evident up and down Broadway in the vicinity of the Capitol, as a championship brass band in colorful costume parades to the theatre to play for arriving guests and on-looking crowds.

PERSONAL MENTION

MAURICE SILVERSTEIN, vice-president of Loew's International, returned to New York from London yesterday via B.O.A.C.

•

MO ROTHMAN, Continental manager for United Artists, will arrive in New York today from Europe.

•

JOSEPH E. LEVINE, president of Embassy Films, will leave New York today for Hollywood.

•

ALFRED HITCHCOCK arrived in New York on Friday from the Coast.

•

ROBERT L. GOLDEN, United Artists vice-president in charge of operations and president of United Artists Television, has returned to New York from Hollywood.

•

A. LESLIE ATLASS, vice-president of CBS (Chicago), left New York on Saturday for Nassau, B.W.I., via B.O.A.C.

•

CHARLES SCHLAIFER, advertising agency head, left New York on Friday for the Coast.

•

ROBERT M. STERNBERG, vice-president of New England Theatres, has returned to Boston from Hartford.

•

CHARLES C. "BUD" BARRY, vice-president in charge of television for M-G-M, will arrive in London today from New York.

'Children's March' Wins Quick Radio Popularity

"The Children's March," from "The Inn of the Sixth Happiness" has made a tremendous initial impact on radio on both sides of the Atlantic, via initial recordings of the song and the unprecedented rush by top recording stars to wax the tune, 20th Century-Fox reports.

"The Children's March" was recorded initially by Cyril Stapleton's orchestra and chorus in London and was an immediate hit. Record reviewers as well as top disk jockeys have lauded the record as "the most exciting novelty of 1958."

'Haunted' Bow Set

Allied Artists' "House on Haunted Hill," which introduces the Emergo process, will have its world premiere at the Golden Gate Theatre in San Francisco on Jan. 14. The film will be launched by a major advertising, publicity and exploitation campaign headed by John C. Flinn, AA national advertising and publicity director.

Urges Censors

(*Continued from page* 1)

endanger further the situation of our industry."

Lending the full weight of his position to the theory that "X-certificate" pictures are bad for business, M. Trichet has in effect signed a declaration of war on the Brigitte Bardot type of picture which has proved such a success both in France and the foreign markets, observers point out.

Upstate Priest in Plea for Support of Good Films

Special to THE DAILY

ALBANY, N. Y., Dec. 21. — A well known priest, the Rev. Benjamin Kuhn, OFM, mathematics and science teacher at Siena College in neighboring Loudonville, declared at the 17th annual Kickoff Dinner of the Albany Variety Club held in the ballroom of the Sheraton-Ten Eyck Hotel to promote the cause of Camp Thacher that "everybody should patronize worthwhile motion pictures."

Commenting that the producers of motion pictures, as well as of television and radio programs, "deserve support for the contributions they make," Father Kuhn said he enjoyed all three media.

"Above all," he stated, "I enjoy going to the movies."

Company Dividends Lower for 11 Months

From THE DAILY Bureau

WASHINGTON, Dec. 21. — Publicly reported cash dividends by motion picture companies in the first 11 months of the year were far behind those reported in the comparable 1957 period.

The Commerce Department said dividends reported from January through November totalled $20,488,000, compared with $24,401,000 in the comparable 1957 months. Dividend payments reported in November, 1958, amounted to $1,355,000 compared with $1,378,000 in November last year.

Hunter Book to Duggan

HOLLYWOOD, Dec. 21. — Evan Hunter's soon-to-be-published novel, "A Matter of Conviction," has been purchased for films by Pat Duggan. The film, with a Manhattan background, will be produced entirely in New York in authentic locations next summer, as an independent venture by Duggan. No release has been set. This marks third sale by Hunter, his first being "Blackboard Jungle" to MGM, and his second being the recent sale to Columbia of his novel, "Strangers When We Meet."

Blumenstock in New Post in Mid-January

Sid Blumenstock said at the weekend that he has offered to be available to the MPA ad-publicity directors committee on the Academy Awards telecast through February and into March in an advisory capacity, if the committee desires. Blumenstock has accepted a new post with Embassy Pictures here as vice-president in charge of advertising, publicity and exploitation which he expects to take over in mid-January.

The advertising-publicity executive has been serving as coordinator of Academy telecast activities since early in October. He said at the weekend that the telecast plans are well in hand with the press book and trailer to be finished in about two weeks. He added he has informed the MPA committee of his willingness to help out in any way he can after he officially leaves the post.

Embassy Opening Office Here

Embassy Pictures, of which Joseph E. Levine of Boston is president, will open a sales organization here at 1270 Sixth Ave. next month.

Blumenstock has been associated with the film industry since 1928 and has been active in all phases of advertising, publicity and exploitation. He has been employed by Warner Bros. and Twentieth Century-Fox and was assistant national director of advertising, publicity and exploitation at Paramount for more than seven years.

Seeks New Court Order In 'John Paul' Case

In the latest round of the Samuel Bronston-Barnett Glassman controversy over financial administration and related matters in connection with the production of "John Paul Jones" Glassman on Friday issued a broadside of recriminations and denials.

Glassman said that his next move would be to seek a court order to restrain the release of the film pending litigation of the numerous charges and counter-charges that have been made. The production is scheduled for a Warner Brothers release.

252 Book 'Stranger' In Atlanta Territory

Bookings have already been set for the four-week period starting Feb. 4 in 252 of the 298 first-run possibilities in the Atlanta territory in the inauguration of Universal-International's new policy of "planned distribution" for "A Stranger in My Arms."

The picture is scheduled to open at Loew's Theatre in Atlanta; Locw's in Nashville; the Empire in Birmingham, Feb. 4, to launch the record concentration of bookings.

Plan New Theatre in Dallas Shopping Center

Special to THE DAILY

DALLAS, Dec. 21.—A new motion picture theatre, the first to be constructed in this area in ten years, will be built as part of the Preston Royal Village Shopping Center. Work is to begin on Jan. 15.

Developers of the shopping center, Trammell Crow and Associates, have signed a contract leasing the 1002 seat theatre to the Republic Theatre Corp., circuit operating throughout the Southwest. The shopping center is four miles away from the nearest theatre.

RKO Department Heads Move Offices Here

Four department heads of RKO Radio Pictures have moved to 144 Broadway, headquarters of RKO Teleradio Pictures, Inc., here. Executive offices of Thomas O'Neil and John B. Poor, however, will remain at 127 Sixth Avenue, as well as those of Daniel T. O'Shea, Walter E. Branson and Robert K. Hawkinson.

Four Department Heads Move

Department heads who have moved include Milton B. Altholz, domestic print and negative manager; Harry Gittleson, who handles reports and supervision of sales statistics, controls and approvals; Arthur M. Good, foreign service manager, advertising and publicity manager, among other posts, and Philip A. Wissman, eontroller of RKO Radio Pictures Division and treasurer of foreign financial affairs.

Wilmington House Sold

WILMINGTON, Dec. 21. — The Ace Theatre here has been sold by Benjamin Shindler, who operated it as an independent house for nearly a quarter of a century, to the Mid-Town Realty Co., a local firm.

List Ind. Dividend

The board of directors of List Industries, parent company of RKO Theatres, on Friday declared a dividend of 25 cents a share, payable on Jan. 13 to holders of record at the close of business Dec. 31.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincen Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasury; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

Industry Officials Defend Advertising Code

Public' Called Jltimate Judge Of Film Quality

(*Continued from page* 1)

)nal Board of Review and the Prot-tant Motion Picture Council.

(5) The General Federation of 'omen's Clubs.

(6) The Better Business Bureau, vhich operates in virtually every mmunity in the United States."

(7) The statutes of every munici-lity in the country against ob-enity.

(8) And, in Einfeld's words, "last it not least the exhibitors of the tion" who are not forced to play y film but those they want and who t as advisers to the producers of ms.

"In the end," said Einfeld, "it is, course, the public who gives or thdraws the final stamp of appro-l to a motion picture or its adver-ing campaign."

Admits Some Mistakes

He continued: "These seem to me be adequate precautions. There are istakes made from time to time. We e human. And we welcome such vice as we may receive from this mmittee."

Fitzpatrick then questioned the th-Fox executive at some length on teaser ad on "The Roots of Heaven" nich ran in the "New York Herald-ibune." It featured actress Juliette eco in what was described as "an dressing scene." Fitzpatrick asked nfeld whether he, Einfeld, honestly ought the ad was misrepresentative whether it was obscene.

Einfeld answered by first stating at as soon as he had received a mplaint on the ad that he had had withdrawn, even though the Herald-Tribune" obviously had not ought it was anything approaching scenity when it was accepted by at paper. He added that he thought was neither misrepresentation nor is it obscene.

Queried on Pressbooks

Fitzpatrick then produced a press ok on 20th-Fox's "I, Mobster," and e on the past release, "Fraulein," d questioned Einfeld on the contents each. The latter said he did not ow how the press book on "Mob-r" had been obtained because the n is not scheduled for release until arch of next year, but that if there anything wrong with it there is plen-of time for changes to be made. fore he stepped down, Einfeld said would like to arrange to have the mmittee members see "Roots of eaven" now playing at the Palace eatre, so that they can judge for emselves whether the ad campaign

Heard as One Voice Against Censorship

Si Seadler

Jerome Pickman

Paul Lazarus

Charles Einfeld

was in any way misrepresentative.

Pickman told the committee that "we are not charlatans or catch-penny entrepreneurs" in the motion picture business "but practical businessmen engaged in simple American commerce."

"We honestly try to do honest advertising," he said. "The vast majority of exhibitors are honest, but there is an irresponsible fringe which tries to defy moral and legal codes. However, censorship is not the answer. There are sufficient laws existing to police the industry and its advertising. If there is anything wrong with our Code, we should be the first to change it, but prior censorship might very well undo all the good we now do."

At Odds on Word 'Provocative'

Pickman then declared that he did not think that any "normal" person who sees a so-called "undressing" ad honestly expects to "see pornography when he enters the theatre." The Paramount ad chief and Fitzpatrick then became involved in a slight altercation over the meaning of the word "provocative" which the committee counsel had picked out of a Paramount press book on "Wild Is the Wind."

"Provocative," said Pickman dryly, "is not a dirty word."

Fitzgerald also wanted to know why the "Teacher's Pet" campaign made such extensive use of Mamie Van Doren in a tight dress when the film was supposed to be a comedy.

"Clark Gable and Doris Day have been around for a few years," said Pickman. "We needed something new. This was eye-catching—necessary to show we had something a little different. Nobody looking at that ad is going to think Gable is about to tear the clothes off that girl."

Seadler Cites Changing Era

M-G-M's Seadler, the next witness, told the committee that because "the country has grown up a great deal—we are not living in the horse and buggy era—advertising also has grown up. We have to adapt ourselves to the changing manners and mores of the nation. He also questioned the testimony of a witness the day before on psychiatric opinion that films do harm to the youth of the country.

"There is other psychiatric opinion," said Seadler, "to the point that the effect of films on juvenile delinquency has been vastly over-rated. And he read into the record testimony by a doctor who had testified before the Kefauver committee.

Columbia's Paul Lazarus departed from his prepared statement to say that he was afraid that there was an "over-emphasis on the deleterious side of advertising coming out of these hearings. Some mention should be made of all the good which the film companies do. The impression should not be left that this industry has muddy feet all the time."

Calls Some Words 'Funetional'

"We should also," he continued, "consider the function of advertising. Film ads are not supposed to present a synopsis of the film. We are opening a sample case and saying that this is an idea of what our film is about." Referring to an exchange between Fitzpatrick and Seadler on the press book on "The Tunnel of Love." Lazarus said such words as "ribald" and "rowdy" when used in film ads are really "functional" words, not to be taken completely literally.

Lazarus said he would not deny that that film companies have been participating in a horror film cycle, nor that the public had shown a great receptivity to these films, "But," he stressed, "these are only cycles" of which there have been many in the film industry. He added: "We have recently found in the middle west and in the south and southwest there has been increasing resistance to these films. We have passed this word on to to the production men and we now won't make any more of them. The public, thus, is the greatest censor we have."

American Legion Represented

Other witnesses who appeared yesterday afternoon included Daniel J. O'Connor, chairman of the American Legion's Americanism Committee in the state of New York; Rabbi Chaim Lipschitz, director of the Community Service Bureau, and Mrs. L. J. Pope, representing the Scarsdale Motion Picture Council and Parent-Teachers Association.

O'Connor warned that the film industry would have to improve its product or that there would be a

Civic Groups Cite Pressure For Controls

growing demand in "the grass roots of Legion posts throughout the state" for some sort of censorship of films and film advertising. He said he had received a huge number of protests in the last two years on immoral films and immoral film advertising.

These men," he said, referring to the four industry advertising chiefs, "should do something on this matter. If they don't, there will be more pressure and more pressure on you, Mr. Fitzpatrick, for legislation on the matter."

Praises 'Great Films'

O'Connor, however, took the occasion to congratulate the industry for the many fine films it also turns out. "I am grateful to the motion picture industry," he said, "for these great films. They are a boon to education and they point up the ideals of American family life."

Rabbi Lipschitz proposed that the state form a Code of Ethics and an Ethical Commission, made up of religious as well as lay leaders who would read all publications and see all films and rate them as to their probable effect on youngsters.

At least 20 per cent of the motion pictures currently approved by the New York State Motion Picture Division should be rejected in the opinion of Louis Pesce, director of the division. Testifying at the morning session of the committee hearing Friday, Pesce said the Division was constrained to license these pictures, even though they "felt them harmful to society and particularly to children," because of the narrow definition of obscenity which has emerged from recent court decisions.

Criticizes 'Teaser Ad'

Questioned by Fitzpatrick on whether "misrepresentation" of the content of films in advertising was a problem to his office, the director said that there were very few cases of "clear-cut misrepresentation"—that is actual reproduction of scenes ordered cut from films by the Motion Picture Division. However, he added, while advertising in general is not under the control of the Division, many instances have come to its attention of "misrepresentation in spirit." in this connection he cited the teaser ad for "Roots of Heaven" which Fitzpatrick had previously put in the record and about which Einfeld later was questioned.

Referring to the bill introduced by the committee last year and later vetoed which was aimed at control of misrepresentation, Fitzpatrick asked Pesce if addition of the word "grossly" would be sufficient. The director

(*Continued on page* 6)

CHARLOTTE GOES AFTER HAPPY HOLIDAY BUSINES

Columbia's SENIOR

The whole Charlotte area is dancing to t

FIRST FEATURE MOTION PICTURE APPEARANCE OF

LOUIS PRIMA and KEELY SMITH

with SAM BUTERA and THE WITNESSES

RECORD HALL OF FAME

MITCH MILLER
CONNEE BOSWELL
BOB CROSBY
TONI ARDEN

FREDDY MARTIN and HIS ORCHESTRA

1. Special promotion kits for disc-jockey plugs!

2. Click discs by SENIOR PROM stars sell picture BIG! BIG! BIG

a. *"THAT OLD BLACK MAGIC"* — *Louis Prima Keely Smith — Ca*

b. *"THE LONGER I LOVE YOU"* - *Paul Hampton - Co*

c. *"LOVE"* — *Paul Hampton — Columbia*

d. *"BIG DADDY"* — *Jill Corey — Columbia*

e. *"ROCKABYE IN BEARDLAND"* — *Mitch Miller - C*

f. *Records (b) through (e) all on one Columbia extended play*

g. *"EL CUMBANCHERO"* — *Jose Melis — Seeco*

3. Dazzling displays for music sto

4. Pleasure-treasure hunt!

5. SENIOR PROM dance contests!

6. "QUEEN OF THE PROM" elections!

Written by HAL HACKADY · Original Songs by HAL HACKADY and DON GOHMAN

MAKE YOUR DAT

TH MORE THAN 100 SATURATION BOOKINGS!

PROM!

he of this upbeat promotion program!

starring

JILL COREY
PAUL HAMPTON
JIMMIE KOMACK
BARBARA BOSTOCK

with FRIEDA INESCORT

and Guest Star **ED SULLIVAN**

(Appearing through the courtesy of CBS-TV)

JOSE MELIS
LES ELGART

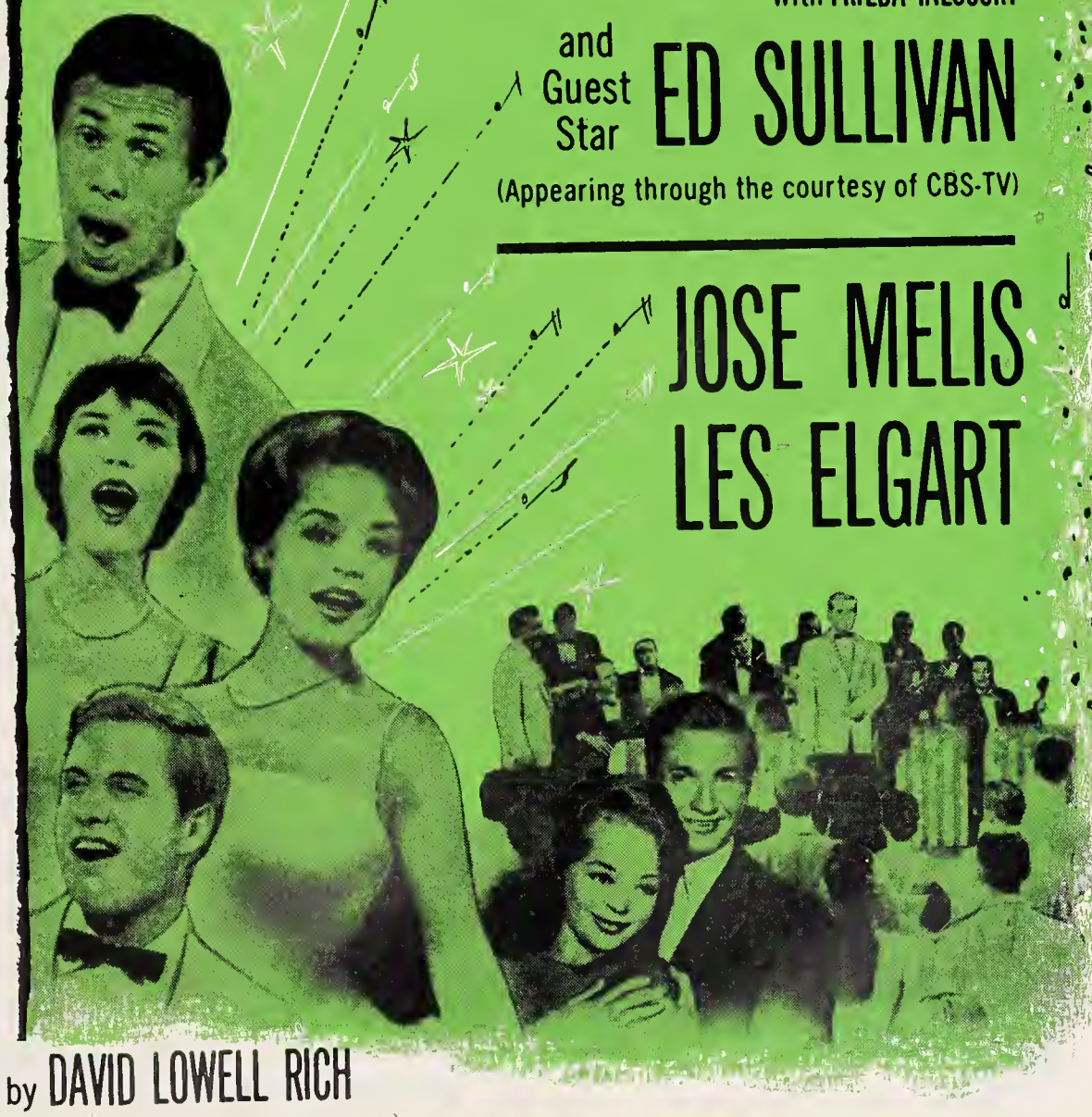
7. Student singing contests!

8. Charity tie-in parties!

9. 20 big song hits promote SENIOR PROM everywhere!

"My Heart Will Play The Music" • "The Best Way To Keep A Man" • "Ivy Wall" • "You Know When It's Him" • "Never Before" • "One Year Older" • "Senior Prom" • "Let's Fall In Love" "Now Is The Time" • "Do You Care" • "Put The Blame On Mame" • "Sorrento" • "When The Saints Come Marching In" • "Pennies From Heaven"!

PLUS THE BIG ONES LISTED IN ITEM 2!

10. Surprises! Stunts! Radio-TV and newspaper coverage!

Produced by HARRY ROMM · Directed by DAVID LOWELL RICH

FOR SENIOR PROM NOW!

NT-NTA Case

(*Continued from page 1*)

whether National Theatres' acquisition of N.T.A. would not undo what divorcement had accomplished by returning it to an alliance with 20th-Fox through the latter company's 50 per cent interest in the NTA subsidiary, NTA Networks. In setting the second hearing for last Friday he asked the principals to present briefs on the point for the enlightenment of the court.

In opening Friday's hearing, Judge Palmieri said he was convinced that the licensing of films to NTA Network for TV distribution puts the NTA subsidiary in the business of exhibiting films on its network, and that therefore 20th-Fox, with a 50 per cent interest in Network, is in the business of exhibiting pictures.

"I am aware," he said, "that the situation is not limited to 20th-Fox, but that other companies do the same."

Concerned with Obedience

"This court has a grave concern," he said, "for its obligation to see that its judgments and orders are obeyed, and the government should be especially alert concerning their enforcement.

"I wish it to be clearly understood that I have made no pre-determination here. The court simply wants to be informed and be assured by the government that the decrees are being observed in this instance."

He expressed "surprise" that the government should recommend it without having covered the points he had raised, observing that he didn't see why the proposed acquisition was all right simply because "it doesn't take place in a theatre." For his part, Judge Palmieri said the nature of the proposed joint venture is irrelevant. "Both companies will have an interest in the solvency of the other and that could lead to violation of the anti-trust laws."

Silverman Claims TV Unaffected

Silverman said the government reserved all rights to bring anti-trust actions against the principals at any time that they seemed to be warranted. He told the court the Department of Justice heretofore has taken the position that the industry consent decrees apply only to theatrical motion pictures and theatres, not to television or other interests outside the industry.

"Then I respectfully suggest," Judge Palmieri interposed, "that you ask your superiors to reconsider that view. The language of this decree might bear re-reading. Perhaps the wrong interpretation has been given to it up to now."

The court suggested that section 133 of the 20th-Fox decree means something more than theatres and films when it says one divorced company shall have no direct or indirect interest in the profits of another, now or in the future.

David Peck, attorney for National Theatres, argued that the decrees referred only to theatrical films and theatres, have no reference to television and have never been construed by courts or the government to apply to TV. Judge Palmieri replied that the authors of the decrees obviously were very much concerned "about any future link between the companies they had separated." Any other interpretation, he said, "would make a shambles of the decrees, if pressed to its ultimate conclusion."

Silverman said the government "would be happier" if the National-N.T.A. deal could be entered in a way that would provide for the termination of the 20th-Fox interest in the N.T.A. subsidiary, but felt that all necessary safeguards were taken care of in the plan.

Peck requested a conference in Judge Palmieri's chambers, stating that some phases of the situation should be off the record in view of the presence in court of a representative "of a competitor of National's."

Stewart Aaron of the law firm of Schwartz & Frohlich, which is counsel for Stanley Warner Theatres, was in the court room at the time.

Judge Palmieri agreed to the adjournment, subsequently setting the date for the further hearing in January.

REVIEW:

Tonka

Disney—Buena Vista

HOLLYWOOD, Dec. 21

THIS IS THE legendary story of a horse, the lone survivor of the historical Custer's Last Stand; and the great love for the animal displayed first by Sal Mineo, portraying a young Sioux Indian, who captured and trained the colt, and then by Philip Carey, as an officer in General Custer's 7th U.S. Cavalry.

Based on the book "Comanche" by David Appel, Lewis Foster and Lillie Hayward wrote a screenplay employing a number of familiar situations destined to please the family trade.

Mineo fills his unusual role of Indian with sensitive reactions to garner sympathy for the challenge he must face to prove himself worthy of his tribe, and to square himself in a harsh accusation by a jealous warrior of superior rank.

Loyal Grigg's photography, favoring Lewis Foster's additional contribution as director, becomes an appreciable factor in the somewhat lengthy "breaking" scenes of Tonka Wakan, (Indian for "The Great One"), and the exciting battle scenes of Custer's last fight.

In proving himself worthy of becoming a warrior, and relieving his mother, Joy Page, of suffering tribal disgrace because of his simple prank of "borrowing" a rope from the jealous tribesman to capture the wild Tonka for himself, Mineo shows some fine riding ability, adding a significant factor to his rising career.

AFTER TRAINING Tonka, Mineo is compelled by tribal custom to give him up to H. M. Wynant, the jealous warrior. Wynant's mistreatment of the horse prompts Mineo to turn it loose to rejoin the wild pack, tying a good luck talisman to his mane. Tonka captured later and sold to Philip Carey of the 7th Cavalry, is recognized through the talisman as the horse that once belonged to Mineo. Carey displays a similar affection for the fine animal.

Mineo, on a reconnaisance for his chief to determine the number of men in Carey's fort, chances a daring entry over the wall of the fort, but is captured by Carey as he finds his favorite pet in one of the horse stalls. Carey allows him to return to his tribe because of their common love for the animal.

In an exciting climax, Mineo, now a warrior participating in Chief Sitting Bull's ambush of Custer's men, is found lying half dead near his wounded friend Tonka on the late arrival of the rest of the 7th Cavalry. Tonka, spared from a mercy killing, is given a hero's salute back at the fort, with freedom from further duty. Mineo is also spared and given the right to wear the uniform of the 7th, with time off to ride Tonka whenever he wishes.

The film was produced by James Pratt, with an impressive musical score by Oliver Wallace, and a commercial title song by Gil George and George Bruns. Photography is in Technicolor.

Running time, 97 minutes. General classification. Release, in December.

SAMUEL D. BERNS

PEOPLE

Harry Corlew, who has been supervising for the Stanley Warner circuit the Commodore Hull, Derby, Conn. and the Capitol, Ansonia, has been named manager of the latter house.

□

Samuel Engel, 20th Century-Fox producer, former president of the Screen Producers Guild and vice president of the Academy of Motion Picture Arts and Sciences, has been named a Fellow of Brandeis University, Waltham, Mass.

Film Officials

(*Continued from page 3*)

answered that in his opinion any such bill would have to be narrowed to cover only salacious misrepresentation.

On the matter of the content of pictures, Pesce deplored what he called "the spate" of sex, horror and juvenile delinquency films.

Indicating the lines along which the committee may work, Assemblyman Joseph R. Younglove, chairman of the committee, asked Pesce whether it was the law itself which was inadequate or whether enforcement of the law was hampered by the legal interpretations which have narrowed it. Pesce replied that it was the interpretation of the law in recent Supreme Court decisions which was making the job of his Division more difficult.

Both Fitzpatrick and Younglove indicated that one solution might be to have the state attorney general press for more jury trials in obscenity cases.

Other witnesses Friday included Frank J. Mealey, state chairman of the V.F.W. committee on indecency; Benjamin Chuckrow, past state commander of the Jewish War Veterans; Emmet Burke, New York State Council, Knights of Columbus; and Hugh Doyle, member of the New York State Youth Commission. The latter said that the Youth Commission would "positively support any legislation designed to control salacious advertising" and introduced an editorial from the "New Rochelle Standard Star" warning the motion picture industry that increased sex and salaciousness would bring censorship.

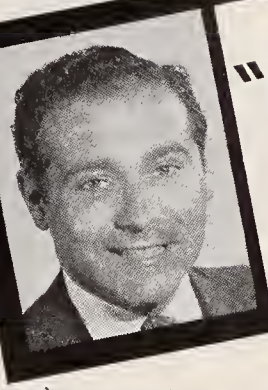
'America' Editor Testifies

Rev. Harold C. Gardiner, S.J., literary editor of "America," and author of a recent book, "The Catholic Viewpoint on Censorship," told the committee that he viewed the present picture as "by no means a horrible situation." Confining himself to the field of books and publications, he said "The problem is one of distribution not suppression." A distinction should be made, he declared, between the publication of any material under the rights of free speech, and "the very facile availability and commercial exploitation" of material obviously harmful to large areas of the public, particularly children.

THE YOUNG COMPANY WITH YOUNG EXECUTIVES

Presents its YOUNG PRODUCERS

AND THEIR COMING ATTRACTIONS



Producer HERMAN COHEN

"HORRORS OF THE BLACK MUSEUM"

Color and Cinemascope

In Release: "How To Make a Monster"

Producer ROGER CORMAN

"SHE"

Color and Cinemascope

In Release: "Night of the Blood Beast"

Producer LOU RUSOFF

"SUBMARINE SEAHAWK"

In Release: "Hot Rod Gang"

Producer STANLEY SHPETNER

"PARATROOP COMMAND"

In Release: "The Bonnie Parker Story"

Producer BURT TOPPER

"BLOOD AND STEEL"

In Release: "Hell Squad"

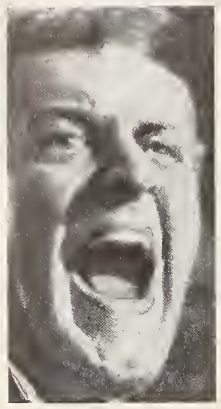
American International PICTURES

James H. Nicholson, *President*

Samuel Z. Arkoff, *Vice President*

RICHARD WIDMARK

LEE J. COBB



TINA LOUISE

EARL HOLLIMAN IN

("God's Little Acre's" little heller!)

"THE TRAP" LOADED WITH AUDIENCE BAIT!

PARAMOUNT SPRINGS

"THE TRAP"

FOR FEBRUARY!

TECHNICOLOR®

with Carl Benton Reid · Chuck Wassil · Directed by Norman Panama · Produced by Melvin Frank and Norman Panama · Written by Richard Alan Simmons and Norman Panama

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 84, NO. 120 NEW YORK, U.S.A., TUESDAY, DECEMBER 23, 1958 TEN CENTS

In New York

Five Pictures Buck Strike, Holiday Slump

Big Take for 'Night,' 'tom,' 'Mame,' '7th,' 'Tables'

Five pictures on Broadway, three of which opened during the newspaper strike, did outstanding business over the weekend, it was reported yesterday. The grosses were doubly impressive in face of the traditional pre-Christmas slump which hit most of the other theatres.

At the Music Hall, Warner's "Auntie Mame" continued to attract long lines, and Thursday through Sunday business soared to $109,000. Estimate for the third week, which ends Wednesday, is a big $175,000.

At the Roxy, where Columbia opened "The 7th Voyage of Sinbad" last Wednesday, the gross mounted to $69,473 for the first five days. The majority of business has been done in the evening, according to Rube Jacker, Columbia vice-president and gen-

(*Continued on page 7*)

Conn. P-TA Groups Hit 'Vulgar' Ads and Films

Special to THE DAILY

HARTFORD, Dec. 22. — "Suggestive and vulgar" motion picture advertising and the films themselves need a clean-up effort, in the opinion of the Juvenile Protection Committee of the New London (Conn.) District, Parent-Teachers Assn. Mrs.

(*Continued on page 4*)

DeMille Honored at 'Buccaneer' Premiere

Cecil B. DeMille last night was honored publicly here by the American Academy of Dramatic Arts for his film-making achievements. The producer received the citation on the stage of the Capitol Theatre at a gala invita-

(*Continued on page 2*)

TELEVISION TODAY—page 6

'Horse's Mouth' Set As Royal Film Show

From THE DAILY Bureau

LONDON, Dec. 22. — "The Horse's Mouth," United Artists release starring Alec Guinness, has been selected as the Royal Film Show at Metro's Leicester Square Empire Theatre in February. The performance will be attended by Queen Elizabeth and the Queen Mother.

'Old Man' Named Best Of 1958 by Nat'l Board

"The Old Man and the Sea" has been chosen the best picture of 1958 by the Committee on Exceptional Films of the National Board of Review of Motion Pictures.

The other films on the board's ten best, are in order, as follows: "Separate Tables," "The Last Hurrah," "The Long Hot Summer," "Windjammer," "Cat on a Hot Tin Roof," "The God-

(*Continued on page 4*)

Four Sales Meetings in Far East Set by Warner

Warner Bros. will hold four international sales conferences in the Far East, beginning today in connection with the company's world-wide "Welcome Back, Jack," sales drive in honor of president Jack L. Warner. Wolfe Cohen, Warner Bros. International president, will preside over the four conferences, to be held in Hong Kong, Bombay, Bangkok and Tokyo.

Cohen is scheduled to return to return to his headquarters at Warner Bros. Studios on Jan. 15.

Hearing Before Judge Palmieri Today

20th-Fox Will Drop Its NTA Network Tie

Agreement Clears Way for Approval Of National Theatres' Purchase of NTA

Twentieth Century-Fox has agreed to the sale to National Television Associates of its 50 per cent interest in NTA Network, thus clearing the way for Federal court approval of the acquisition of NTA by National Theatres.

A hearing on the proposed National purchase of NTA has been advanced from Jan. 28 to today, before U. S. District Court Judge Edmund L. Palmieri here.

Since Judge Palmieri's sole expressed objection to the National-NTA deal was the presence of 20th-Fox as half owner of the subsidiary company, NTA Network, Fox's withdrawal is regarded as assuring Judge Palmieri's approval.

The court felt that permitting National to acquire NTA while 20th-Fox was the owner of a half interest in the NTA subsidiary was tantamount to re-wedding the divorced National Theatres and 20th-Fox. At a hearing last Friday Judge Palmieri said he believed that approval of the deal under such circumstances was tan-

(*Continued on page 2*)

U. S. Films Big Draw In Hungary, Rumania

The U.S. Government reports that citizens of two Iron Curtain countries, Hungary and Rumania, have been "battering down theatre doors" to get in to see American films, the Motion Picture Export Association of America said yesterday. Product from America has only recently been imported again in the two satellite nations.

The report on Hungary says: "So far only a small number of American

(*Continued on page 4*)

'March of Todd-AO' An Absorbing Film

Louis de Rochemont Asociates has produced for Magna Theatres a colorful and absorbing 1,500-foot film, "The March of Todd-AO," to be shown as a prologue to the road show engagements of Rodgers & Hammer-

(*Continued on page 4*)

British Producers Change Set-Up For Registration of Film Titles

By WILLIAM PAY

LONDON, Dec. 20 (By Air Mail.)—A big change in the British Film Producers Association's film titles registration scheme comes into force on Jan. 1. The change places the responsibility of deciding initially whether there is a case of conflict on the people who register the titles themselves, instead of on the officers of the BFPA and the titles committee.

"This will be done," the BFPA states, "by circulating weekly to registrants all titles which have been applied for during the previous seven days. These titles will not be accepted and registered until a fortnight has elapsed, during which time any existing registrant who considers that a circulated title will cause confusion with one of his own will have the cause to raise an objection."

The new scheme includes the set-

(*Continued on page 4*)

Golding Ad-Publicity Director for Preminger

From THE DAILY Bureau

HOLLYWOOD, Dec. 22. — David Golding will relinquish his position as vice-president of Seven Arts Prods. here on Jan. 1 to become executive assistant to Otto Preminger, in charge of advertising - publicity on Jan. 5. In the new position, Golding will make his headquarters in New York.

David Golding

Golding, however, will return to Hollywood around mid-Jan-

(*Continued on page 7*)

PERSONAL MENTION

LEOPOLD FRIEDMAN, president of Loew's Theatres, has left New York for the Coast.

•

SOL SCHWARTZ, president of RKO Theatres, will leave here tonight for Hollywood.

•

MICHAEL ANDERSON, British director, returned to London from New York on Sunday via B.O.A.C.

•

WILLIAM FULWIDER, a theatre editor on the Columbus, O., "Dispatch," will be wed there on Saturday to PATRICIA WILSON.

•

ALFRED HITCHCOCK left New York on Saturday for London.

•

ALLEN M. WIDEM, of the "Hartford Times," has returned there from New York.

•

MRS. THOMAS KNEITEL has given birth at Booth Memorial Hospital, Flushing, to a girl, KATHLEEN ANNE. Father is on the staff of United Artists' foreign department.

•

ROBERT ROSSEN, director, is in New York from the Coast to spend the Christmas holidays.

•

VAN JOHNSON will return to New York from London today via B.O.A.C.

Studio Activity Slated To Resume in January

From THE DAILY Bureau

HOLLYWOOD, Dec. 22. — Very few pictures are scheduled to start before Jan. 5th. Only two new films started this week, while seven others were completed, bringing the total of films currently before the cameras to 18.

Started were: "Cast a Long Shadow" (Mirisch-Murphy-United Artists release), and "The Scavengers" (Hy-Ford Production for Hal Roach release).

Completed were: "They Came to Cordura" (Goetz Prod., CinemaScope, Color) Columbia; "North By Northwest" (Metro-Goldwyn-Mayer); "The Sad Horse" (Associated Producers, CinemaScope, Color)—20th Century-Fox release; "Day of the Outlaw" (Security Pictures) and "Invisible Invaders" (Premium Pictures) for United Artists release; "The Philadelphian (Warner Bros.); "The Pit" (Bon-Aire Prods., for Howco International) an independent production.

Fox Will Drop NTA Web Tie

(*Continued from page* 1)

tamount to approving a violation of the industry Federal consent decrecs.

At the same time, Judge Palmieri expressed the view that the industry decrees prohibit divorced companies from re-engaging in any joint enterprise, including television, outside the film and theatre industry. He indicated doubts, also, that divorced companies are free to engage in the exhibition of television films and asked Assistant U. S. Attorney Maurice Silverman to prepare a report for the court by March 2 on all of the television interests of the decree companies. Judge Palmieri also asked the government attorney to indicate whether he regarded ownership of each of the television interests as proper and, if so, why.

Answers Silverman Claim

The government attorney had informed the court that heretofore the Justice Department has regarded television interests of decree companies as being proper, since the decrees do not mention television at all. In reply, Judge Palmieri suggested that Silverman inform his superiors that the government may have been wrongly interpreting the decrees.

A supplement to the National-NTA petition of Dec. 10 was filed with Judge Palmieri yesterday advising the court of 20th-Fox's willingness to dispose of its interest in the NTA subsidiary to the parent company. The 20th-Fox transfer to NTA of its half interest in NTA Network, which distributes and exhibits films on TV, including 20th-Fox's pre-1948 film library, and which also has five theatrical films for distribution, will become effective, according to the amended petition, immediately upon acquisition by National Theatres of NTA, thus making National the sole owner of NTA Network.

Will Advertise Film-Licensing

National also agrees to advertise in at least three trade papers the availability for licensing of the five theatrical films it acquires from Network, in advance of licensing them to any of its own theatres, or, should it choose to do so; National can dispose of the five theatrical films to a third party.

Cleveland Group Lists Family Films in Press

Special to THE DAILY

CLEVELAND, Dec. 22. — Mrs. James S. Mumper, chairman of the Children's Matinee Committee of the Motion Picture Council of Greater Cleveland, who, last October notified all theatre managers that the Council would present an award at the end of the club's current year to the manager or managers who presented the greatest number of family type programs for weekend viewing, has implemented this Council action with a letter to "The Press" which appeared in a recent issue, drawing attention to parents of the "movie treats for the children" available at the downtown Cleveland theatres. She listed "The Buccaneer," "tom thumb," "7th Voyage of Sinbad," "Dunkirk" and Cinerama "South Seas Adventure" as recommended films.

Followed Manager's Suggestion

The appeal to parents to take their children to family type pictures came as the result of a theatre manager's response to the award announcement. He told Mrs. Mumper that playing family type pictures on weekends would accomplish nothing unless the Council urged members to take or send their children to see these particular shows.

"The Press" letter was Mrs. Mumper's answer to this exhibitor, Harold Kay, manager of the Lake Theatre in nearby Painesville, O.

Honor DeMille

(*Continued from page* 1)

tional premiere of "The Buccaneer," a DeMille presentation.

Frances Fuller, president of the Academy, presented the achievement award to DeMille. The stage ceremony was participated in by actor Lee Bowman, master - of - ceremonies, and Claire Bloom, one of the stars of "The Buccaneer."

The premiere audience included entertainment celebrities, government officials, society leaders, film industry executives, educators, United Nations representatives and others.

Theatre-front and lobby activity 6featured a 60-piece military band.

DeMille was host to press representatives and others at a private party at the Plaza Hotel last night prior to the premiere.

Schimel Named Trustee

Adolph Schimel, Universal Pictures vice-president and general counsel, has been elected to a three-year term as trustee to the Jewish Child Care Association of New York. His election follows three years of service as associate trustee.

T. J. Brett, Sr.

SANDERSVILLE, Ga., Dec. 22.—Thomas J. Brett, Sr., 62, co-owner of the Arcade Theatre here and also engaged in extensive farming operations, died Dec. 17 in an Augusta hospital.

Tiomkin and the Press Salute Court Victory

Composer Dmitri Tiomkin yesterday celebrated clearance in New York Supreme Court last Thursday, along with Warners, Wayne-Fellows, and other defendants, from claims of $1,000,000 and charges of piracy and plagiarism in the writing of "The High and the Mighty" score. He tendered a luncheon of Nova Scotia sturgeon, pumpernickel, vodka, filet mignon, champagne and cordials in the Hotel Plaza to newsmen, music trade publishers, the friends who supported him, and the lawyers who defended him.

Litigation took four years, the trial three weeks, the jury eight hours. Tiomkin said he was elated over the restoration of his reputation, saddened by legal tribulation, distressed by the tarnish he feels these suits bring.

Deems Taylor suggested referees rather than juries handle such suits. Sigmund Spaeth said they were outrageous, agreed with Taylor most are brought by amateurs or calculating opportunists for huge sums, settled for small and ridiculous ones, and menace all composers. He said he would attempt with the National Music Council to evolve different court proceedings. In a forum which followed, a friendly lawyer suggested the jury verdict actually established jury intelligence and vindicated the American system.—F.E.S.

Legalization of Bingo Is Sought in Columbus

Special to THE DAILY

COLUMBUS, Dec. 22. — Circulation of petitions proposing a state constitutional amendment to legalize charity bingo in Ohio is expected to start shortly after Jan. 1. Secretary of State Ted Brown said that delivery of the first of the petitions from the printers is to be ready by Dec. 31.

The proposed amendment would delete from the constitutional prohibition against lotteries and sale of lottery tickets the words "for any purpose whatever" and substitute a ban against them when they are "for personal profit only."

To get the amendment on the November, 1959, ballot, the sponsors must obtain 328,413 valid signatures.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
"AUNTIE MAME" Starring
ROSALIND RUSSELL
FORREST TUCKER • CORAL BROWNE • FRED CLARK
In TECHNIRAMA® and TECHNICOLOR®
A WARNER BROS. PICTURE
and THE MUSIC HALL'S GREAT CHRISTMAS STAGE SHOW

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone. Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasury; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

1-2-3 Times...Sold!...

by the Prize Baby, who's dressed for ticket-selling action!...

COLUMBIA'S

"BELL, BOOK AND CANDLE"

is geared for Big Business . . . with this new TRIPLE-TRAILER (an innovation originated by Columbia) that will tease, amuse, amaze your captive audience. It consists of three separate rolls of Technicolor film, ALL THREE TO BE RUN ON THE SAME PROGRAM.

Roll #1: Kim Novak with *Bell* (28 feet)... show before or after newsreel...

Roll #2: Kim Novak with *Book* (27 feet)... show before or after short...

Roll #3: Kim Novak with *Candle*...leading into *deluxe scene trailer* (231 feet)

NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

It's something REALLY NEW! "THE GREATEST TICKET-SELLER SINCE TRAILERS WERE INVENTED."

PEOPLE

Richard Boone, manager of the Sky High Drive-in, Boscawen, N. H., has won a trip to Bermuda for two as the first prize in Lockwood & Gordon's 1958 drive-in contest. Second and third prizes went, respectively, to Robert Duffy, manager of the Norwalk, Conn., drive-in, and Wilfred Howard, manager of the Danbury, Conn., operation.

□

Wilbert M. Brizendine, general manager for Schwaber Theatres in Baltimore, has been named chairman for the Motion Picture Theatres Committee for the 1959 March of Dimes drive which will open there on Jan. 3.

□

Conway P. Coe, vice-president of Radio Corp. of America in charge of patents, has resigned as an officer of the organization and will resume the practice of patent law in Washington, D. C.

□

Marie Pinkston, booker for Capital Releasing Corp. in Atlanta, has resigned that post to join Universal there in the same capacity.

□

Thomas E. Neal, assistant vice-president of Walter E. Heller & Co. in charge of the Atlanta office, has been elected a vice-president there. Additionally, Gordon S. Berglind and Richard E. Coffey have been elected to the newly-created positions of vice-presidents in the factoring division in Chicago. Lawrence E. Forster, formerly assistant controller, has been named assistant treasurer at Chicago.

□

Ed McGlone, city manager in Columbus, O., for RKO Theatres, has been named "Mainstemmer of the Week" in the Paul Pry column of the "Columbus Star."

New 'Arms' Bookings

Universal has booked "A Stranger in My Arms" to open Feb. 5 at the Metropolitan Theatre in Boston to launch over 100 openings throughout the Boston territory. This will follow a previously announced multiple-booking of the picture in 252 theatres in the Atlanta area, starting Feb. 4.

Roxy Books 'Furlough'

Universal's "The Perfect Furlough" will have its New York premiere at the Roxy Theatre following the current film.

British Set-up

(*Continued from page* 1)

ting up of machinery for settling disputes, including arbitration.

At the moment, the statement adds, there are 1,500 titles registered. The rights of the people who registered them will not be affected by the change which, the BFPA expects, will result in a considerable increase in the use of the scheme. Arrangements are to be made to cope with the additional work.

The association states that during its 16 years of operation the scheme has been the means of preventing "endless confusion" that would have been caused through the use of identical or similar titles for different films.

Although used mainly by the makers of British feature films, it will continue to be opened for other productions, including ones for television. Booklets containing the rules of the scheme and application forms can be obtained from the BFPA.

'Old Man' Best

(*Continued from page* 1)

dess," "The Brothers Karamazov," "Mc and the Colonel" and "Gigi."

The board chose "Pather Panchali" the best foreign film shown in the U.S. during 1958. The board's choices for the other best foreign films were: "Rouge et Noir," "The Horses's Mouth," "My Uncle" and "A Night to Remember." John Ford was named best director for the year for "The Last Hurrah." Ingrid Bergman was voted the year's best actress for her performance in "The Inn of the Sixth Happiness." Spencer Tracy was chosen best actor of the year for his performances in "The Old Man and the Sea" and "The Last Hurrah."

Kay Walsh was voted the best supporting actress for her performance in "The Horse's Mouth," and Albert Salmi the best supporting actor for his performances in "The Brothers Karamazov" and "The Bravados." The board gave a special citation to the late Robert Donat for "the valor of his performance in 'The Inn of the Sixth Happiness'."

AIP-Kling Deal Signed

HOLLYWOOD, Dec. 22. — Samuel Z. Arkoff, vice-president and general counsel for American International Pictures, has returned to Hollywood from Chicago, where he completed the deal for the company's take-over of the Kling studios.

The lot's new name will be Amco Studios and AIP will move from its present Sunset Boulevard offices on completion of an administration building now on the drafting board.

Suit on Policemen in Theatres Put Off Again

Special to THE DAILY

HARTFORD, Dec. 22.—The $250,000 law suit brought by New Britain, Conn., theatre owners against the city of New Britain, protesting the mandatory presence of policemen in theatres, has had its third postponement in Hartford Superior Court. The suit, originally slated to be heard last summer, has been pushed back to the January term because of a heavy court docket, according to New Britain Corporation Counsel George J. Coyle.

The plaintiffs, the Connecticut Theatrical Corporation, a Stanley-Warner subsidiary, owners of the Strand and Embassy Theatres, and Perakos Theatre Associates, owners of the Palace, and lessees of the Arch St. Theatres, allege that the presence of policemen on duty in New Britain's theatres is contrary to federal statutes as well as state laws.

'March of Todd-AO'

(*Continued from page* 1)

stein's "South Pacific" in Todd-AO. The film will have its first showings starting Christmas Day at the Rivoli Theatre here.

The subject, in magnificent color, features scenes of the Coronation of Pope John XXIII, and in and about Vatican City and Rome during and immediately after the election of the new Pope. In the wide screen process and with its six-channel sound reproduction, the solemnity of the Coronation, the background of the Sistine Chapel Choir, and the sweep of cheers from hundreds of thousands gathered outside St. Peter's achieve impressive realistic effects.

Other sequences, equally effective, cover task force and carrier based plane reconnaissance in the Mediterrean and over Beirut during the American occupation of the city last summer; and a sight-seeing tour of the Brussels World's Fair. Each subject affords wide audience interest and enjoyment. "The March of Todd-AO" makes an excellent addition to the road show Todd-AO program.

S. K.

'Inn' Big in Miami

Buddy Adler's "The Inn of the Sixth Happiness" has opened ahead of "Anastasia," 20th Century-Fox's box-office hit of the 1956 Christmas season. Reports from Miami's Carib, Miami and Miracle Theatres show the Ingrid Bergman starrer to be outgrossing the other production, which also starred Miss Bergman. In its opening three days of an extended engagement at each theatre, "Inn" grossed $20,500.

U.S. Films Big

(*Continued from page* 1)

films have been shown in Hungary and these have included 'Trapeze,' 'Roman Holiday,' 'Knock on Wood,' and 'Phone Call from a Stranger.' It is certainly clear that American motion pictures are highly popular in Hungary, primarily, we believe, because they show a segment of life in America and something of how Americans live.

"There was a recent cartoon in the weekly humor magazine Ludas Matyi, which showed a wife with two children tearfully waving goodbye to her husband who was departing by train. To a sympathetic stranger's question as to whether her husband was going far, the wife answered: 'Of course. He's going off to see 'Knock on Wood.' This illustrates something of the tremendous difficulty there has been in getting tickets to see this motion picture.

Seem Interested in U.S. Life

"All of the American films have played to overflow audiences and it is certainly fair to say that it is obvious that the Hungarians crowd in to view some replica of American life on the screens."

As for Rumania, where "Marty" and "Trapeze" have been shown, the government report says that both "attracted sellout and enthusiastic crowds in Bucharest." It then went on: "People were standing in line from 3 in the morning until the box office opened at 8 A.M. in order to obtain tickets to see 'Trapeze.' The theatre was constantly filled and the pavement was crowded with people trying to get in."

Good-Will Value Stressed

The U. S. Government, based on such reports as these from many countries over the years, has always regarded the Hollywood motion picture as one of the country's most important ambassadors of good will and understanding to the peoples of the world, the MPEA pointed out.

Connecticut P-TA

(*Continued from page* 1)

Philip L. Stocklin, committee chairman, has announced formation of a special committee of educators and parents "to consider the problem and discuss what can be done in the New London area of eastern Connecticut."

Mrs. Stocklin said that the Hartford PTA Council is also working to clean up advertising, motion pictures and TV and has urged similar action by other branches throughout the state.

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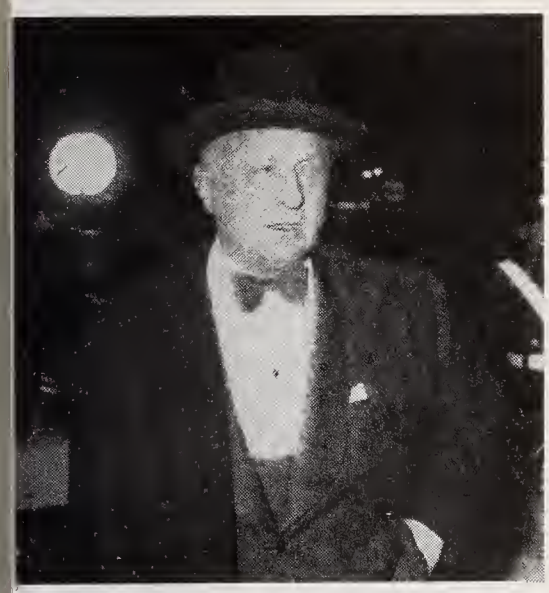
Professional **MOTION PICTURE FILMS** *release positive*

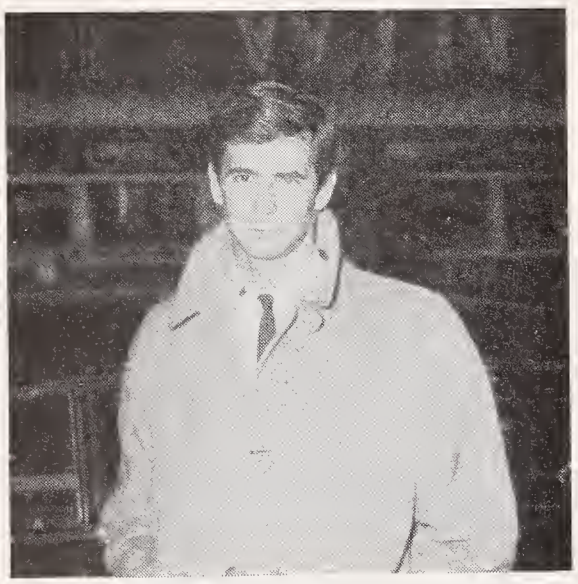
Big Turnout for "Buccaneer" Opening

Showmanship was very much in evidence on Broadway last night for the gala invitational premiere of Paramount's Cecil B. DeMille presentation "The Buccaneer," at the Capitol Theatre. A championship military band, the Blessed Sacrament Golden Knights of Newark, N. J., unmindful of the frigid weather, formed in front of the theatre and greeted arriving guests with brass-and-drums renditions in jazz and march time. In the lobby, four radio shows interviewed the invited celebrities whose arrivals were announced over loud speakers by a gigantic "pirate" stationed out front. Orchid corsages were presented to women guests by 20 pretty students of the American Academy of Dramatic Arts who were briefly attired in "pirate" costumes. Photo above shows theatre front activity as the evening got under way.



rney Balaban, president of Paramount Pic-res Corporation, seen as he arrived for the ening of the picture starring Yul Brynner, arlton Heston, Claire Bloom, Charles Boyer d Inger Stevens.

Lee Bowman arrives at the theatre with Mrs. Bowman. The actor served as master of ceremonies during stage activities that preceded the showing of the lavish production filmed in VistaVision and Technicolor.



Anthony Perkins (above) was one of the many entertainment celebrities who attended the spectacular debut of "The Buccaneer." A large turnout of society leaders and government officials also marked the opening.

re Cecil B. DeMille is seen receiving on the Capitol stage the American ademy of Dramatic Arts' award for his film-making achievements. Frances ller, president of the Academy, presents the plaque to the famed pro-cer-director as Claire Bloom (right), one of the picture's stars, smiles provingly. The presentation preceded the film showing.

New York City Fire Commissioner Edward F. Cavanagh, Jr., was one of the many municipal officials in attendance. The Commissioner is seen here arriving with Mrs. Cavanagh (left) and Mrs. Max Danziger, wife of the famous artist. Henry Wilcoxon produced and Anthony Quinn directed "The Buccaneer" under DeMille's supervision.

Television Today

IN OUR VIEW

THE crushing impact of the newspaper delivery strike in New York City, harmful and ill-advised in so many directions, leaving the vast, hungry public of a great metropolitan area without its daily newspaper, points once again, and most sharply, to the vital importance of the part played in the communications area by television and radio. True it is indeed that the roles of these two twin arms of the medium have been reversed, with television the more significant and spectacular. Yet this strike has given new meaning, new vitality to the radio set in the home, in the car, in the hotel or restaurant. In short, the radio, in this emergency, has suddenly leaped back into something of its former position, if only for the moment.

The significant point to be borne in mind in general, however, is the enormous value of either television or radio, in this time of news crisis in this great metropolis. It is almost breathtaking to contemplate what the situation in this area would be at this writing without the twin boons of television and radio. A vastly populated area such as this, in many ways the heart of a nation, devoid utterly of means of news communication, official or otherwise, is a situation almost too bleak to bear thought.

•

And here we come again to that justified complaint of the television medium, the charge that the free flow of information is hampered seriously because broadcast journalism is often denied "free access to the news." Recently, Howard H. Bell, assistant to the president of the National Association of Broadcasters, declared broadcasters are "singled out" for denial of access "despite recognition by the courts that broadcasting comes within the protection of the First Amendment, covering freedom of the press." Mr. Bell specifically cited the matter of the ban on radio and television coverage of court proceedings, some public hearings and the deliberations of many legislative bodies in the national, state and local governments. Certainly there is justification for the cry for redress of Mr. Bell, speaking at the Freedom of Information Conference of the University of Missouri School of Journalism, when he cited the fact there are no less than 150,000,000 radio sets and 47,000,000 television receivers in use today. Those totals represent a vast portion of the nation's population, all having the unquestioned right to know what has transpired in court, or hearing room or legislative hall, since those matters affect them vitally in many ways.

Mr. Bell answers a typical objection. He said: "It is generally accepted today that we can cover trials in an unobtrusive manner with the use of modern equipment and techniques—even to the extent of our presence not being discernible at all within the courtroom." He makes a further significant point when he notes that "the unscrupulous, the incompetent, or the demagogue" may be the more readily exposed by the microphone and camera.

•

Of course, necessary restraints and extreme care must be observed by the communications media of radio and television in the coverage of such proceedings as have been discussed. But the twin media must be given the opportunity to serve one of the purposes of their existence, the dissemination of information without fear or favor to all who wish to learn.

—Charles S. Aaronson

CBS 'Holders Vote Changes in Shares

Stockholders of Columbia Broadcasting System at a special meeting yesterday voted to change all shares of CBS Class A and Class B stock into a single class of stock which will be known as common stock, it was announced by William S. Paley, chairman of the board, and Frank Stanton, president.

More than 77.8 per cent of the outstanding shares, it was also announced, were voted for the change, and less than 0.50 per cent against. The change will become effective today when a restated certificate of incorporation will be filed with the Secretary of State of the State of New York. The par value of the stock, $2.50 per share, remains unchanged.

Stockholders will retain their present stock certificates which will represent the same number of shares of common stock as the number of shares of Class A or Class B stock previously represented by such certificates.

Bangor Station Will Join NBC As Affiliate

The National Broadcasting Company has signed a television affiliation agreement, effective Feb. 1, 1959, with WLBZ-TV, Channel 2, in Bangor, Me., sister station of the NBC radio network affiliate WLBZ, it was announced by Harry Bannister, NBC vice-president of station relations, and William H. Rines, president of WLBZ.

Rines is also president of WCSH, one of the charter members of the NBC radio network, and WCSH-TV in Portland, Me., and WRDO, Augusta, Me., all NBC affiliates.

The Critics Say . . .

As influential as the many nation-wide syndicated TV columnists, are the hundreds of local newspaper critics whose views—though they inevitably reflect regional preference—more often than not have national validity. These reporters, asked to vote again this year in the annual MOTION PICTURE DAILY-FAME poll of television talent and shows, added a variety of comments on their views of the industry. Among them were the following reports.

Mrs. Mary Edwards, Herkimer Evening Telegram, Herkimer, N. Y.: The season this year is better than ever before. There is more of a variety of programs for the children to the senior citizen. The spectaculars are especially rated high and on-the-spot news broadcasts are excellent.

•

George Tashman, The Independent, Richmond, Cal.: Hour long programs should limit their commercials to one every 20 minutes; commercials at 15-minute intervals break the mood and story line in an hour show. Because of the volume of questions asked by readers about old movies shown by local stations, it might be of benefit to the station if a minute or two were spent in some background material on the movie just prior to its presentation; letters indicate that viewers think sponsors who put on phony "scientific" tests and demonstrations are as moronic as they think audiences are.

•

F. G. Rule, Knoxville News-Sentinel, Knoxville, Tenn.: The dollar is misused factor in TV today. It replaces too often the brains of those connected intimately with programming direction and above all, writing. Viewer undoubtedly would be better off if emphasis were on artistic values and if viewer liked what he sees more, so would advertiser benefit.

•

George Spray, Daily Pantagraph, Bloomington, Ill.: TV programming in general is much better this year. Still wish there were fewer commercial breaks in the longer shows.

•

Miss Fern Chick, San Antonio News, San Antonio, Tex.: Television is mellowing, becoming more certain of its role and impact but unable, still, to make every evening "An Evening with Fred Astaire" or to present sustained performances, such as those by Piper Laurie and Maria Schell on "Playhouse 90." Whatever television gives us now, we have reached the point where we are greedy for more of the best, captivated anyway by most of it.

Who's Where

Sylvester "Pat" Weaver has b come consultant on special televisi projects to McCann-Erickson, Inc., has been announced by the advertisi agency and the former president the National Broadcasting Compan

□

Robert W. Sarnoff, chairman of t board of the National Broadcasti Company, has been selected to r ceive the National Association Broadcasters' 1959 Keynote Award f Distinguished Service. Sarnoff will a cept the award Monday, March 1 during the NAB's 37th annual co vention in Chicago.

□

Donald Hyde has been appoint executive producer in charge of fo eign production for Gross-Krasne-S lerman, Inc., with headquarters London, it was announced by **Jack Gross**, GKS production head. Hyde currently executive producer of "Gle cannon," starring **Thomas Mitche** which GKS will place in distributi in January.

12 More Stations Buy UAA Christmas Shows

One or more of UAA's four Chris mas programs have been sold to additional stations, Bob Rich, gene sales manager of United Artists A sociated, has announced. This brin the aggregate to date to 85 markets.

Included in the latest list of st tions buying the Christmas packa are: WSPD-TV, Toledo; WTV Tampa; KCRG-TV, Cedar Rapi KTVO, Ottumwa; KATV, Little Roc KMMT, Austin, Minn.; KNAC-T Fort Smith; KNOP-TV, North Platt WATR-TV, Waterbury; KBAK-T Bakerfield; WMTW, Poland Spring Me.; Donner Agency, Philadelph for WRCV-TV.

NTA Adds 4 'Specials' Extends Temple Serie

The NTA Film Network will i crease its programming services 1959 with the addition of four tw hour "specials" as well as a new a extended series of Shirley Temple n tion pictures, Ely A. Landau, cha man of the board of National Telefi Associates, announced.

The four new two-hour "special now being readied by a staff of t producers, writers and stars, scheduled for telecasting in Mar April, May and June, 1959. Pres plans call for two dramatic "special one musical and one personality sho Details will be announced short This marks the entry of the NT Film Network into the field of o time spectaculars.

The Shirley Temple classics w have a spring season for the first ti and will cover the period from F ruary to June, 1959. Landau also vealed that an additional series Shirley Temple films will be telec as a pre-Christmas package in 19 Both series will be offered to adv tisers in a combined marketing pla

TENT TALK

Variety Club News

DETROIT—More than 500 persons, cluding 40 entertainers, participated the dinner and show honoring Julie rris, her producer-husband Man- g Gurian and cast of "Warm ninsula." Funds were raised for the art Fund of the Variety Club. Variety played host on Saturday 200 underprivileged children.

△

MIAMI — Victor Levine, attorney, s been elected chief barker of Va- ty Club of Greater Miami, Tent . 33, for 1959. He will succeed ther Evans, "Miami Herald" sports iter. Abe Gurevitz was named prop- y master. Robert Green once again ll serve as dough guy.

aramount Santa Claus o Bellevue Children

Colorfully-wrapped Christmas gifts nore than 1,100 of them—were deliv- ed yesterday to Bellevue Hospital by e Paramount Pictures Club for dis- bution to the children confined ere. The presents were purchased th funds contributed by Paramount me office and New York branch ployees.

Charles Hickey was chairman of e club's committee in charge.

Five Pictures Buck Strike, Holiday Slump

(*Continued from page* 1)

eral sales manager, with the number of adult patrons about equalling children.

"Sinbad" was also reported doing exceptional business out-of-town. In Chicago, where the small Garrick Theatre did $10,132 for three days, with capacity on weekend, children accounted for no more than 25 per cent of the business.

Other grosses included, for five days: Electric & Plaza, Kansas City, $15,460; Loew's, Akron, $5,729; Granby, Norfolk, $3,452; Queen, Wilmington, $4,025; Denver, Denver, $9,510; Hippodrome, Cleveland, $11,267; Poli, New Haven, $4,499; State, Boston, $6,521; and Hillstreet, Los Angeles (part of a multi-run), $8,796; four days, Keith, Cincinnati, $7,945; and Palace, Dallas, $6,734; two days, Rivoli, Toledo, $4,865.

"Separate Tables," playing day-and-date in New York at the Astor and Normandie Theatres, where it opened last Thursday, had a weekend gross of $33,100. Figure for the Astor was $22,000, the Normandie, $11,100. United Artists credited a stepped-up promotional campaign, which included subway display posting and radio. Special emphasis was also placed on disc jockey promotions of the various "Separate Tables" recordings.

Extra plugging over television and radio and word-of-mouth which has been growing since the opening a week ago tonight were credited by Rank Film Distributors for the $18,000 which "A Night to Remember" did at the Criterion Theatre for the week.

'tom' Paired with 'Andy'

Off Broadway, M-G-M's "tom thumb" opened to the biggest Sunday business on the Loew's circuit in the last five weeks. The Loew's Theatres were among the 100 to open the George Pal production Sunday. In most theatres, the film has been paired with "Andy Hardy Comes Home."

Much of the credit for the big opening was attributed to the ballyhoo campaign and the saturation TV-radio spots. The heralds, trailer trucks, word-of-mouth screenings, the Macy Parade, the Bosco tie-up and other exploitation events have given the advertising-publicity campaign powerful support, it was pointed out.

Golding Named

(*Continued from page* 1)

uary to be on hand during preparations by Preminger for the start of "Anatomy of a Murder," for Columbia Pictures. Preminger recently completed direction of "Porgy and Bess" for Samuel Goldwyn, which Columbia will distribute.

Nat Rudich will continue as press representative for Preminger in the East.

Before joining Seven Arts, Golding was vice-president of Hecht-Hill-Lancaster in charge of publicity, and from 1951-1956 was in charge of advertising-publicity for Samuel Goldwyn Prods. Earlier he had been publicity manager for 20th Century-Fox in New York and was press representative for Goldwyn Prods. in London.

Theatre to Reopen

ATLANTA, Dec. 22.—The remodeled East Point Theatres, which was almost destroyed by fire on Nov. 24, will reopen Christmas Day with "The Big Country" as its attraction. House had a thorough face-lifting with new sound and projection equipment, seats, and decor. Manager is Mrs. V. M. King.

Dec. 31 'Perfect' Dates

Over 200 theatres throughout the country have booked Universal's "The Perfect Furlough" for special New Year's Eve engagements. This is part of the company's long-range word-of-mouth campaign on the film, which has been scheduled for mid-January release.

obert Ryan as Shrike in Schary Productions' "Lonelyhearts"

THE GOOD SAMARITAN

A Christmas Story with a moral...for the industry

I get around this industry of ours a lot, and I think we can all use a lift now and then out of an unusual gesture of goodwill and friendship. That's why I want to share a recent experience of mine with everybody.

The newspaper strike in New York City threatened our advertising plans for the big holiday launching of "The 7th Voyage of Sinbad" at the Roxy Theatre.

When news of our dilemma came to the attention of my good and dear friend Solly Schwartz, he picked up the phone and offered us the use of the screens of all the RKO Theatres in the metropolitan area to sell the "Sinbad" engagement at the Roxy.

This is a warm demonstration of the unity we all hear and talk so much about, and I thought that maybe–out of the public recounting of the act of a Good Samaritan–the industry might draw a sort of Christmas moral.

A. MONTAGUE
Executive Vice President
COLUMBIA PICTURES CORPORATION

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 84, NO. 121 NEW YORK, U.S.A., WEDNESDAY, DECEMBER 24, 1958 TEN CENTS

Revise Order

Expect Court To Okay NT's NTABuyToday

Palmieri Suggests Several Safeguards Be Included

An order approving National Theatres' acquisition of National Television Associates, with 20th Century-Fox's interest in NTA Network terminated and safeguards prescribed by the court added, is expected to be approved by Federal Judge Edmund L. Palmieri in U.S. District court here today.

The action will terminate a series of hearings on the proposed acquisition, which had been delayed as a result of the court's concern that its approval of the deal while 20th-Fox remained a one-half owner of the NTA subsidi-

(*Continued on page 2*)

Lewis Named ACE Administrative Sec.

Merlin Lewis has resigned as executive secretary and treasurer of Theatre Equipment and Supply Manufacturers Association to accept a new position as administrative secretary of the newly formed American Congress of Exhibitors.

Merlin Lewis

Lewis' new assignment will take effect Jan. 1 with temporary headquarters in the Paramount Building here.

Miss Beverly Friedland, Lewis' secretary for the past four years, also will start with ACE Jan. 1.

Merry Christmas

Top Ten Money Making Stars

GLENN FORD

TWO glamour queens of international appeal, Elizabeth Taylor and Brigitte Bardot, won places among the Top Ten Money Making Stars of 1958 in the annual poll of exhibitors conducted by Motion Picture Herald for FAME magazine, announced in this week's issue of The Herald. The significance of the triumph of the ladies lies in the fact that last year no women were included.

Glenn Ford received top rating for the first time in this 27th annual poll. Miss Taylor took second position, with Jerry Lewis, third; Marlon Brando, fourth; Rock Hudson, fifth; William Holden, sixth; Miss Bardot, seventh; Yul Brynner, eighth; James Stewart, ninth, Frank Sinatra, tenth.

Four of last year's favorites did not make the grade this time around—John Wayne and Gary Cooper, long-time veterans of the Top Ten, and Pat Boone and Elvis Presley, both of

(*Continued on page 6*)

REVIEW:

Rally 'Round the Flag, Boys!

McCarey—20th-Fox—CinemasScope

HOLLYWOOD, Dec. 23

MAX SHULMAN'S HILARIOUS best-selling novel has reached the screen in a ribald, farcical interpretation by producer-director Leo McCarey, who is also accredited with collaborating on the screenplay with Claude Binyon. McCarey, a master at high comedy, has injected several well-timed pieces of business for the top-notch cast, headed by Paul Newman, Joanne Woodward, Joan Collins and Jack Carson, to achieve in effect a production of pure escapist entertainment.

Those who have read the book may find some brief with McCarey for having eliminated a salient, motivating character from the film, or having by-passed the development of information leading to more legi-

(*Continued on page 4*)

Significant

C'Scope-55 Use Is Suspended By 20th-Fox

Aftermath of Investment In Todd-AO Process

Twentieth Century-Fox is suspending use and further development of its CinemaScope-55 wide screen process in consequence of its recent investment in Todd-AO, it was learned yesterday.

The company plans to make several pictures in Todd-AO 65mm. with 70mm. prints, thus taking advantage of the 70mm. installations already made in theatres.

William C. Michel, executive vice-president of 20th-Fox, in confirming the company's decision said: "We are

(*Continued on page 2*)

To Rehear Embassy Suit In New Trial with Jury

Special to THE DAILY

SAN FRANCISCO, Dec. 23.—The Embassy Theatre anti-trust suit, which occupied 62 trial days before the late Federal Judge Edward P. Murphy, is slated to be heard all over again, and this time before a jury.

Attorneys for Daniel O. McClean

(*Continued on page 6*)

RKO Pictures Resigns From MPEA on Jan. 1

RKO Radio Pictures has resigned from the Motion Picture Export Association, effective Jan. 1, 1959, MPEA announced yesterday. The Association expressed regret at RKO's departure, after its membership of many years' standing. RKO stated

(*Continued on page 6*)

TELEVISION TODAY—page 4

Merry Christmas United Artists

PERSONAL MENTION

HORACE ADAMS, Allied States president, arrived here from Europe by plane yesterday and left at once for his Cleveland home.

•

JAMES A. MULVEY, president of Samuel Goldwyn Prods., has returned to New York from the Coast.

•

BERNARD M. KAMBER, Hecht-Hill-Lancaster publicity chief, left New York last night for Hollywood.

•

SAM SPIEGEL will return to New York from London today via B.O.A.C.

•

BRUCE EELLS, executive vice-president of United Artists Television, has left New York for the Coast.

•

GERTRUDE BROOKS, 20th Century-Fox fan magazine contact, will leave here on Friday for a vacation in Miami Beach.

•

MRS. CHARLES FRANKE late last night gave birth to a daughter, to be named JANET, at Lawrence Hospital, Bronxville, N. Y. Father is trade press contact here for Paramount.

70 Book 'Around'

Michael Todd's "Around the World in 80 Days" will open as special extended run engagement in 70 theatres in the New York metropolitan area starting next Monday. Included are 22 Loew's houses.

No Daily Christmas Day or Friday, Dec. 26

MOTION PICTURE DAILY will not be published tomorrow, Christmas Day, nor Friday, Dec. 26, in observance of the Christmas holiday. However, the editorial and business offices of THE DAILY will be open on Friday.

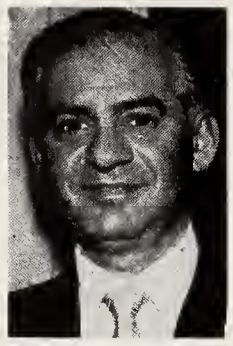
NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
"AUNTIE MAME" Starring
ROSALIND RUSSELL
FORREST TUCKER • CORAL BROWNE • FRED CLARK
in TECHNIRAMA® and TECHNICOLOR®
A WARNER BROS. PICTURE
and THE MUSIC HALL'S GREAT CHRISTMAS STAGE SHOW

The Good Samaritan—A Christmas Story

A. Montague, executive vice-president of Columbia Pictures, in a back page ad in yesterday's MOTION PICTURE DAILY headed "The Good Samaritan," recounted for the industry "a Christmas Story." It was the account of the offer made by Sol A. Schwartz, president of RKO Theatres, of his circuit's screens in the promotion of "The 7th Voyage of Sinbad," Columbia's Christmas release, which came up to its New York premiere hour with the city's newspaper strike canceling out the ad campaign planned for the picture's big holiday launching at the Roxy Theatre.

A. Montague



Sol A. Schwartz

"This," said Montague in his advertisement, is a warm demonstration of the unity we all hear and talk so much about, and I thought that maybe—out of the public recounting of the act of a Good Samaritan—the industry might draw a sort of Christmas moral."

Inquiry revealed that Columbia availed itself of Schwartz's offer and "Sinbad" sales messages were used on all RKO theatre screens in the metropolitan area. Along with the special radio, television and other emergency campaigns, supplanting the New York newspaper one, the theatre screen campaign helped the Roxy to a great $50,000 business weekend, the Saturday and Sunday preceding Christmas, traditionally the slowest week of the show business year. And business continues strong.

N. J. Allied Backs ACE; Urges National Support

Allied Theatre Owners of New Jersey has adopted a resolution approving the program of the new American Congress of Exhibitors and has recommended that national Allied "support ACE in every way possible to help it achieve its announced purposes."

Sidney Stern, New Jersey Allied president, said the action was taken at the organization's annual beefsteak get-together in Passaic, N. J., late last week.

Irving Dollinger of Jersey Allied, who acted as alternate at the final ACE organizing meetings here in place of Horace Adams, national Allied president, made a report to the New Jersey meeting on ACE developments before the resolution was adopted.

About 250 at Ampa's Annual Christmas Party

Lige Brien of the United Artists special events department was the winner of the top prize, a week's stay at a Las Vegas hotel, at the annual Christmas party of Associated Motion Picture Advertisers, held yesterday at the Piccadilly Hotel here with about 250 in attendance.

Bob Montgomery, Ampa president, presided and introduced Harry Hirschfield, Broadway humorist, who was the principal speaker. Numerous contributed gifts were presented as door prizes.

'Rally' Has World Bow At RKO Palace Here

Stars Paul Newman and Joanne Woodward, along with producer-director Leo McCarey, last night headed an array of entertainment world, civic and social notables attending the gala charity world premiere of 20th Century-Fox's "Rally Round the Flag, Boys!" The opening was held at the RKO Palace Theatre for the benefit of the National Foundation (for the March of Dimes).

The lavish opening precedes a continuous performance engagement which begins today. Also on hand for the debut performance were Don Murray and Hope Lange, Eva Gabor, Gloria Swanson and Jack Carter, among others.

C'Scope-55 Use

(*Continued from page* 1)

not giving up CinemaScope-55 permanently. We have no doubt that in time there will be a place for it."

The company made two pictures in CinemaScope 55, "The King and I" and "Carousel," but they were both released in 35mm.

The 20th-Fox decision is regarded as significant in that it is destined to increase the supply of films for theatres equipped for the 70mm. processes. In doing so, it is inevitable that it will contribute to an increase in such installations by reducing exhibitor uncertainty which is present when several different processes requiring different types of equipment are in active tryouts by producers.

NT's NTA Buy

(*Continued from page* 1)

ary, would re-wed the consent decree-divorced 20th-Fox and National and would be tantamount to court approval of a violation of the decree.

The safeguards, which were written into the National Theatres' petition at the suggestion of the court at a hearing before Judge Palmieri yesterday are designed to prevent 20th-Fox from regaining an interest in NTA while National remains in the picture; to provide assurances that National will not unreasonably restrain competition in the distribution or exhibition of pictures owned or acquired by NTA Network, and to assure that 20th-Fox will not control or influence the policies of Network. The revised order is expected to be ready for Judge Palmiere's signature today.

Jurist Poses Question

One of the most significant developments to emerge from the several hearings was the viewpoint expressed by Judge Palmieri that perhaps the industry consent decrees apply to the major companies' television and other interests, as well as to film and theatre interests.

Justice Department officials were advised by the court to re-read the decrees with this thought in mind and Maurice Silverman, assistant to the U.S. Attorney General, was asked to prepare a report for the court by March 2 on all of the decree companies' television interests, with observations on whether the government regards them as proper and, if so, why.

Drop Idea for 1st-Run 'Cross-Plug' Trailer

Plans to make up a "cross-plug" trailer to be used at first-run Broadway theatres as special promotion during the newspaper strike have been dropped, it was learned yesterday. A number of the theatres decided not to go along with the idea devised by the MPA advertising and publicity directors committee.

It had been planned to have the trailer ready for the theatres to start showing today. A similar trailer is now being screened by neighborhood theatres of Loew's and RKO, promoting each other's holiday attractions.

Wald Told to Rest

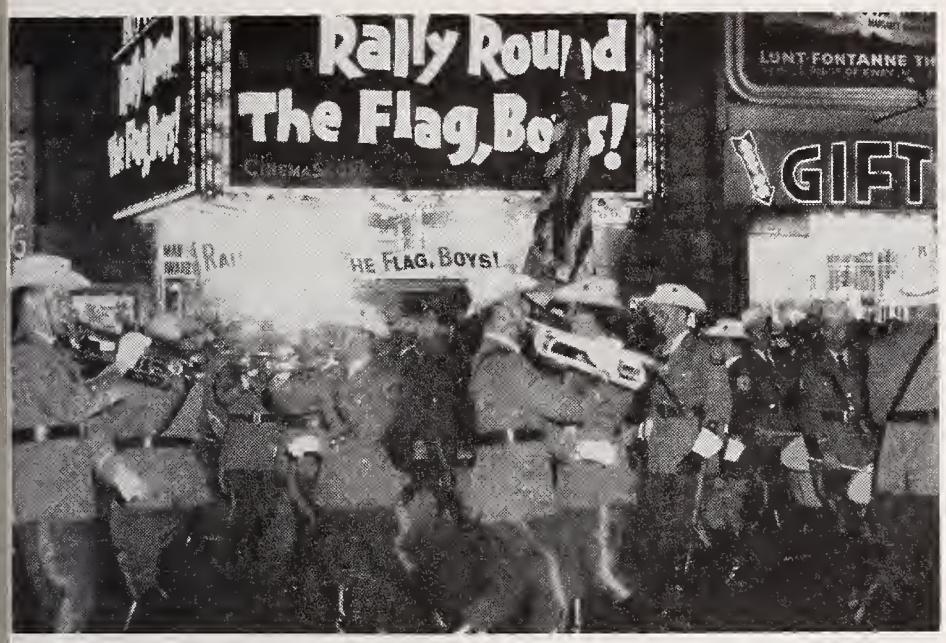
HOLLYWOOD, Dec. 23.—Producer Jerry Wald's doctors have ordered him to abandon any idea of returning to work until after the first of the year. Although the producer is showing progress in recovery from an attack of stomach ulcers and is anxious to return to work, it is thought that by the first of the year he will be better able to start on his next picture for 20th Century-Fox, "The Best of Everything."

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone Circle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasury; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

Palace Glitters for Spectacular 'Rally' Debut!

Celebrities' excitement and a gala Christmas atmosphere sparked the spectacular opening last night of Leo McCarey's comedy hit "Rally 'Round the Flag, Boys!" at the famed RKO Palace Theatre. The 20th Century-Fox release, in CinemaScope and De Luxe color, brought howls from a delighted audience which included the film stars Paul Newman and Joanne Woodward. Flanking the couple are (left) RKO Theatres president Sol A. Schwartz and 20th Century-Fox vice-president Charles Einfeld.

Leo McCarey, producer-director of "Rally," is shown with two of Santa Claus's "helpers." In keeping with the Christmas spirit the Palace took on a Yuletide look as Santa and has lovely helpers busied themselves by spreading cheer among the attending movie-goers. The proceedings benefitted "The March of Dimes." Also starred in "Rally" are Joan Collins and Jack Carson.



The world famous Doremus Drum and Bugle Corps performed for 30 minutes in front of the theatre. Excitement for "Rally" has been building for many weeks, sparked by the fabulous success of Max Shulman's best seller. In addition, 20th Century-Fox has been on its most extensive radio and TV campaign for the feature.

RKO Theatres vice-president Harry Mandel greets arriving celebrities Don Murray and Hope Lange. Don will soon be seen in 20th's exciting outdoor adventure drama "These Thousand Hills," while Hope is being touted as an "Oscar" nominee for her role in "The Young Lions."

Twentieth Century-Fox's Central-Canadian division manager C. Glenn Norris and his wife were among the executives in attendance.

Noted actor Sidney Poitier joined the many stage and screen stars at the "Rally 'Round the Flag, Boys!" debut.

Margaret Leighton, brilliant actress and star of Jerry Wald's "The Sound and the Fury," added glamour to the occasion.

Rally 'Round the Flag, Boys!

(CONTINUED FROM PAGE 1)

timate characterizations—in favor of happy and unrestrained fun.

Basically, the story deals with the resentment by a village, Putnam's Landing, on Long Island, over the erection there of an Army installation of a "top secret" military project; and the public relations effort made by one of its residents to create harmony between the villagers and the soldiers.

Paul Newman, who has a field day romping through the film as the harassed husband of Joanne Woodward, trying to find a romantic interlude with her, and being alienated by all of the community activities which engulf her, displays an excellent sense of comedy.

Binyon and McCarey telescoped Miss Collins' role to establish her immediately as a libidinous, sex-starved neighbor determined to make Newman fill the void created by Mervyn Vye, her television executive husband who spends little or no time at home.

Miss Collins, who needs no "development" of character, enters the spirit of the farce with authority, delivering an immensely funny portrayal to the extent of embarrassing Newman and causing his wife to suspect him of infidelity.

The high point in the film is reached when Newman, following a meeting at the Pentagon with Col. Gayle Gordon and Capt. Jack Carson where he is turned down on a request to keep the Army from "invading" Putnam's Landing, returns to his hotel in Washington to learn that his room has been changed to a suite by his wife who had just arrived.

Newman believing that his wife has really found time to spend with him away from home and committee meetings, orders champagne and caviar sent up to the room while he buys a bouquet of roses to surprise her. Excited with thought of romantics, he begins to undress in the suite when Miss Collins appears in a revealing negligee, and he realizes he has been tricked. In the attempt to break away from her he spills some of her perfume on his trousers and coat. While waiting for them to air, Miss Woodward, who does make the trip to Washington, surprises him as she catches him without his pants and Miss Collins trying to excite him with a lurid dance as she emerges from the bathroom clad in just a fashionably modelled bedspread.

Newman finds himself back at Putnam's Landing trying to convince his wife of his complete innocence, but she refuses to accept him into her good graces,

During a July 4th pageant celebration, when the town's beat generation, portraying Indians, mixes it up with the soldiers, emulating Pilgrims landing from a replica of the Mayflower, Miss Woodward forgets her grievance and jumps into the water to try and save her husband, who she believes may be drowning when he falls off the main mast of the sabotaged Mayflower.

In an absurdly humorous climax, Col. Gayle Gordon, taking some of the town's leaders on a tour of the secret missile base, unwittingly sets off a charge that sends Capt. Jack Carson as the first man into outer space in a rocket. This action is accomplished in concert with Newman and his wife, who resolve their differences later in the hotel suite where they had intended to spend a "second honeymoon."

Running time, 106 minutes. General classification. Release, in February.

SAMUEL D. BERNS

Season's Greetings

and

A HAPPY NEW YEAR

FRANK C. ZUCKER

CAMERA EQUIPMENT CO., INC.

315 WEST 43rd STREET

NEW YORK 36, N. Y.

Television Today

CNP '58 Sales Reported 80% Higher Than '57

California National Production set new sales records for the company in 1958, Earl Rettig, CNP president, announced yesterday. Total sales were over 80 per cent higher than in 1957 and 125 per cent higher than in 1956. Sales made during the 12 months bettered the previous peak year of 1955 by almost 60 per cent.

A company resume prepared by Jake Keever, CNP vice-president and general manager, revealed the way in which 1958 shaped up as the record-breaker. The week of January 17 started things rolling with sales totaling more than $650,000, constituting a new five-day mark for CNP's selling organization.

January Sky-Rocketed

The month of January represented a volume increase of 250 per cent over any previous January in the company's past eight years. The first quarter of January, February and March established a CNP quarter-year record by outselling 1957's second quarter (the previous high) by 11.4 per cent.

This rate-of-sales pace was maintained steadily throughout the year, with a new top score again achieved in the third quarter of 1958 as the three months tallied in excess of $3,500,000.

Who's Where

Austin "Pete" Peterson, veteran Hollywood radio and television executive, has been named program consultant, Western Division, for the ABC-Television Network, it was announced by **Sandy Cummings,** network vice-president in charge of TV programming, Western Division.

NTA Promotes S. Gang

Samuel Gang has been named foreign sales manager for National Telefilm Associates, Oliver A. Unger, NTA president, announced yesterday. Gang joined NTA two years ago.

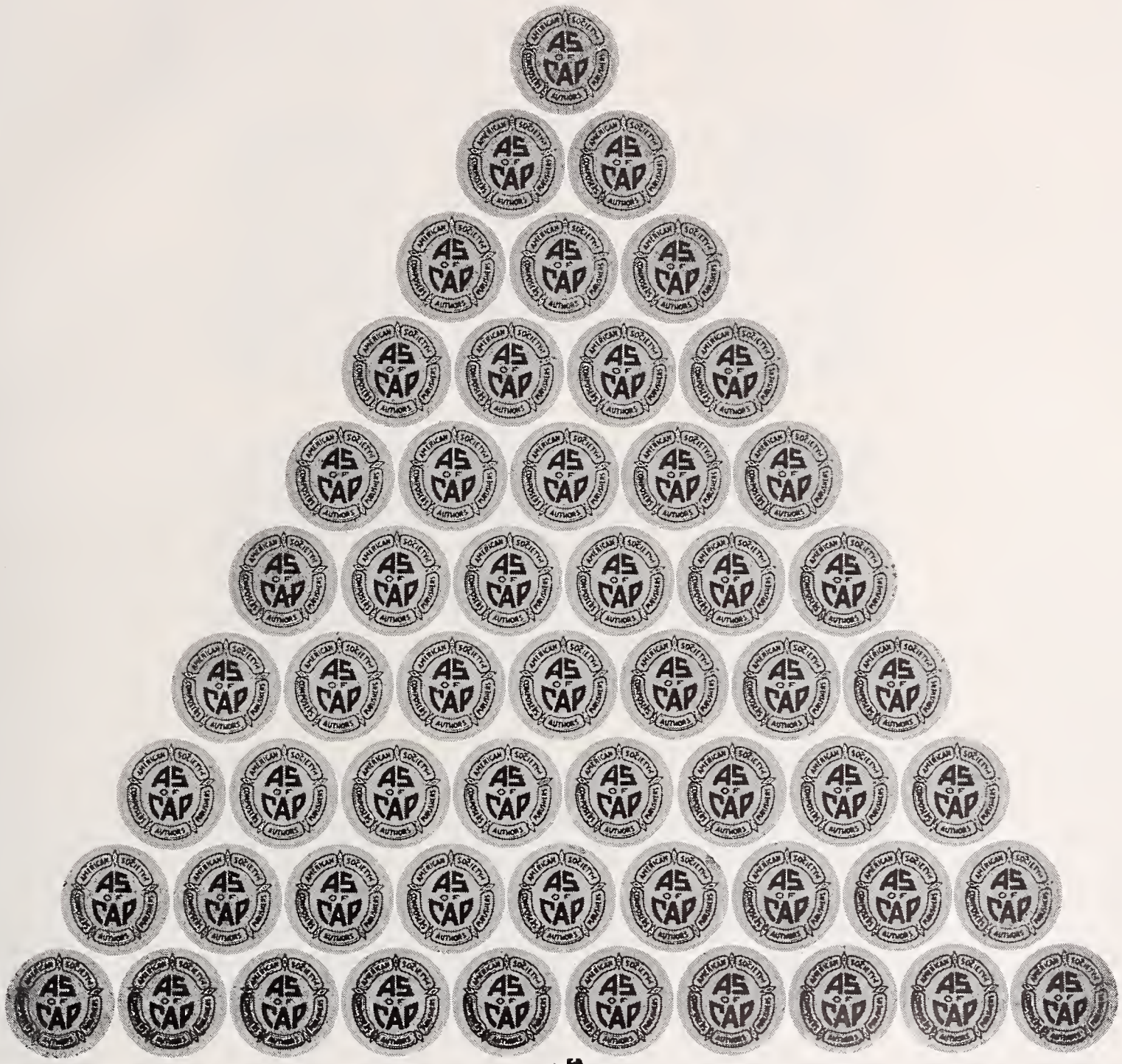
One Man's TViews

By Pinky Herman

MERRY CHRISTMAS and may all your Trendex (Nielsen) (Pulse) be HIGH. . . . WRCA-TV has purchased NTA's "Dream Package" of 85 films starring Tyrone Power, James Stewart, Lee J. Cobb, Don Ameche, Fredric March, Claudette Colbert and many other luminaries. . . . Imagine the quizzing bee that must take place when this family gets together. Jack (Top Dollar) Narz and Tom (Dr. I. Q.) Kennedy are brothers while Bill (Price Is Right) Cullen is married to a girl whose sister is married to Jack Narz. (if you are confused ask Dr. I. Q. and if the price is right you should win a top dollar.) . . . Did you know that George Burns, seen NBClowning every Tuesnite, has just waxed four sides for Colpix Records? . . . Herb Wolf and Jack Rubin, executive producer and producer, respectively of "Keep Talkin'" left for a two-week vacation in Haiti. . . . The Lester Lewis' leave Friday for a vacation in San Juan. The Charles Sanfords (He's one of the top baton-wavers in teevee) left yesterday for a Yuletide vacash in Pennsylvania. . . . Seems only ones left in town are you and us. . . . Stay-up-lates in the N'Yawk area make it a habit to tune in to Johnny Johnston's "Celebrity Lounge" WMGMasterfully ad-libbed programs from Jack Silverman's International theatre-restaurant. . . . Johnny ABCarson asks if we'd heard about the lass who wanted to marry a sailor and rear admirals. . . . Merv Griffin has been selected by Goodson-Todman to emcee the TBChores for "Play Your Hunch," which tee-vees into the Mon. thru Fri. 12:30-1:00 P.M. slot Jan. 5. (This scribbler first touted Merv's talents back in 1945 when we visited San Francisco and heard him warbling with Lyle Bardo's Ork over KFRC.) . . .

H. B. Warner, 82

HOLLYWOOD, Dec. 23.—Funeral services were held today for H. B. Warner, 82, veteran actor, who died Sunday at the Motion Picture Country House. He is survived by two daughters and a son, H. B. Warner, Jr., a cutter at 20th Century-Fox. Among his best known roles were those in "Sorrell and Son" and "Sunset Boulevard."



Season's Greetings

to all our friends in the entertainment world and best wishes for a Happy and Prosperous New Year

AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS

TOP TEN MONEY-MAKING STARS

(*Continued from page* 1)

whom appeared for the first time in 1957.

Canadian ratings were almost the same, with two exceptions. Ford was the leader in Canada, too, followed by Stewart, Lewis, Hudson, Holden, Brando, Brynner, Doris Day, Cary Grant, and Miss Taylor.

Ford's appearance in the Number One spot comes at the height of a long career on the screen dating back to 1939. He had made the Top Ten only once before—in 1956, when he placed fifth. In 1955 he was twelfth. Among the pictures in which he appeared in the past year and which served to win him the crown are "Don't Go Near the Water," "Cowboy," "The Sheepman," "Imitation General" and "Torpedo Run."

Six Still Popular

Six members of the masculine contingent, which had swept the ladies out of the field last year, continued to hold their ground. They include Lewis, Hudson, Holden, Brynner, Stewart, and Sinatra. Brando reappeared among the Top Ten after being out for two years. Last year's Number One man, Hudson, slipped a bit this year to wind up as number five.

The appearance of Miss Bardot among the top money makers is unusual because she has not yet appeared in a leading role in an American-made film. She was also cited as a "Star of Tomorrow" by exhibitors in that poll conducted by The Herald this year.

'Raintree County' Important

Miss Taylor, who jumped from a distant position as Number 20 last year to the number two spot for 1958, achieved her coup over male competition on the basis of only two performances. One of these was in "Raintree County," which, although it had its premiere late in 1957, had the majority of its bookings in 1958. The other was in "Cat on a Hot Tin Roof," in which Miss Taylor's appearance had been eagerly awaited by the public. As a result the MGM picture is certain to be one of the top grossing pictures of the year.

Immediately following the box office champions were 15 stars who have excellent chances to climb into the upper echelon next time out. They are, in order: Pat Boone, Cary Grant, Elvis Presley, John Wayne, Doris Day, Kim Novak, Ingrid Bergman, Gary Cooper, Kirk Douglas, Burt Lancaster, Joanne Woodward, Gregory Peck, Paul Newman, Debbie Reynolds and Deborah Kerr.

Boone and Presley, as noted, were both among the Top Ten last year, at third and fourth positions,

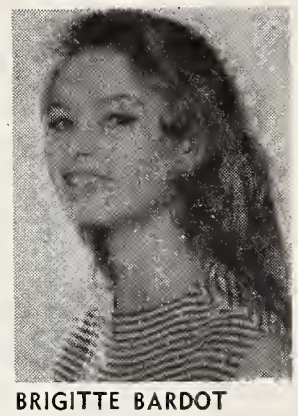
ELIZABETH TAYLOR

JERRY LEWIS

MARLON BRANDO

ROCK HUDSON

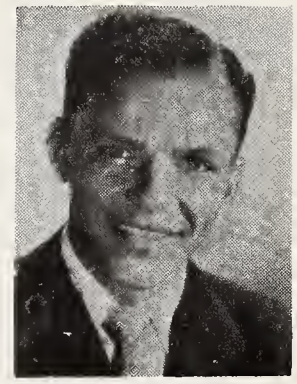
WILLIAM HOLDEN



BRIGITTE BARDOT

YUL BRYNNER

JAMES STEWART



FRANK SINATRA

Embassy Suit

(*Continued from page* 1)

and Leland C. Dibble, operators of the Embassy, who are seeking $8,000,000 in treble damages from the major distributors, National Theatres and its affiliates, including Fox West Coast Theatres, today filed a motion in United States District Courts demanding a jury trial and asking that the new trial date be set for next Feb. 2.

Two Suits Involved

The sudden death last weekend of Judge Murphy, who had heard all the evidence in the Embassy case and which lacked only final closing oral arguments, left not only the Embassy case up in the air but also the Samuel Goldwyn $2,000,000 monopoly trial against many of the same defendants. Usual procedure would have been for Chief District Federal Judge Louis Goodman to assign a new judge to read the transcript of the two lengthy trials, hear the brief closing oral arguments and hand down his decision. Both sides in either case, however, have the legal prerogative to spurn such a move and demand a new trial. The Embassy attorneys today exercised that prerogative.

Most unusual in today's Embassy action is that previously attorney Robert D. Raven had waived a jury trial when the case originally was assigned to Judge Murphy. Asked why he now wanted a jury trial, Raven said: "No comment."

It is a know fact that jury trials invariably consume far more time than those heard solely by a judge in anti-trust suits. The Embassy Case started before Judge Murphy last March 10 and ended, except for the closing arguments and subsequent decision, on Aug. 6. The original suit was filed in Federal District Court here Dec. 29, 1950, approximately six months after the Goldwyn suit was filed in the same court.

All Depositions Taken

With respect to his motion for an order setting the case for retrial, Raven pointed out that all depositions needed to prepare for the new trial have been taken and that all other necessary discovery procedure has been completed. The Embassy motion added that all pre-trial conferences desired have been conducted and that all witnesses and parties needed for trial are available.

Chief Judge Goodman could not be reached today for comment on the surprise move by the Embassy attorney.

In New York yesterday, James A. Mulvey, president of Samuel Goldwyn Prods., said that while he believes no decision has been made by attorneys in the Goldwyn anti-trust action against Fox West Coast and others, he expects "we may do the same as Embassy."

Trial of the Goldwyn-FWC case also had been completed without a decision having been reached at the time of Judge Murphy's death.

RKO Pictures

(*Continued from page* 1)

that it expected to continue to work in close cooperation with the Association.

Resigning from MPAA

It was pointed out that even without RKO the MPEAA would not be representing less product in foreign markets than before, since the eight remaining companies are increasing their distribution. RKO is also resigning from the Motion Picture Association of America.

Simons Has 3 Theatres

M. L. "Mike" Simons, formerly exhibitor relations director for Loew's, Inc., and more recently with Sindlinger & Co., has become the operator of three theatres in Indianola, Miss. They are the Honey, Regent and Mojac Drive-in.

Stewart, Turner Sign

James Stewart and Lana Turner have been signed to star in Otto Preminger's "Anatomy of a Murder," which begins shooting March 16, the producer announced here.

Random House Book "Porgy" Souvenir

Random House will have a first printing of 1,000,000 copies of the souvenir book on Samuel Goldwyn's production of "Porgy and Bess." The book will be published in place of the usual souvenir program issued for motion picture roadshow engagements.

The "Porgy and Bess" book will utilize three-color reproductions of the photographs achieved by the three photographers engaged by Goldwyn to cover the production. The trio includes Gjon Mili, Phil Stern and Al St. Hilaire.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 84, NO. 122 NEW YORK, U.S.A., MONDAY, DECEMBER 29, 1958 TEN CENTS

In Pittsburgh

Disbanding of Allied Up to Board Meeting

Question Raised Whether ACE Should Take Over All

From THE DAILY Bureau

WASHINGTON, Dec. 28. — Allied States directors at their meeting in Pittsburgh, Jan. 24-25, will consider the question whether in view of recent developments Allied should not now be disbanded and the "entire burden and responsibility of protecting exhibitors left to ACE," it is disclosed in an Allied organizational bulletin prepared by Abram F. Myers, chairman and general counsel.

The question, Myers' report states, was raised by an "Allied leader" and has been forwarded to the directors "so they can think about it in advance of the meeting."

Myers observes that the board meeting "will have to deal with the most momentous events in the history" of the association, in consequence of which "there will be matters of extraordinary interest for the board to report to the convention," which immediately follows the board meeting.

Apart from consideration of the question of disbanding Allied, the or-

(*Continued on page* 2)

Wrather and Rank Join For Video Production

From THE DAILY Bureau

HOLLYWOOD, Dec. 28.—The John Wrather Organization of Beverly Hills and J. Arthur Rank Organization of London will join forces in television production in 1959, it was announced simultaneously in Great Britain and

(*Continued on page* 2)

Ballots in Mail For SAG-AFTRA Merger

From THE DAILY Bureau

HOLLYWOOD, Dec. 28. — A referendum ballot was mailed today to the entire membership of the Screen Actors Guild for ratification or rejection of the resolution submitted by

(*Continued on page* 4)

Columbia Sets Four January Sales Meets

A series of four regional sales meetings in January involving both home office and field force executives of Columbia Pictures has been announced by Rube Jackter, vice-president and general sales manager.

Rube Jackter

The four, two-day sessions will be attended by nine home office division executives and 36 division managers. In addition, one of the com-

(*Continued on page* 2)

Todd-AO Installation Studied in Albany

Special to THE DAILY

ALBANY, N. Y., Dec. 28.—Todd-AO equipment is expected to be installed in either the downtown Stanley Warner Ritz or the uptown SW Madison within a month. No theatre in the immediate area now has this process.

Gio Gagliardi, chief engineer for Stanley Warner, recently checked both the Ritz and the Madison.

Overcome Cold, Newspaper Strike

Long Yule Weekend Starts Business Boom

Records Near As Extra Shows, Holiday Scales, New Year's Eve Add Impetus

The four-day holiday weekend literally sent millions of entertainment seekers into the Times Square area, giving the city's first runs a tremendous business upsurge. Waiting lines appeared at a number of theatres for the first time in weeks and several houses set new records, while others are in good position to do the same in finishing out full seven-day periods this week.

With some houses adding extra shows and getting advanced holiday scales over extra days, the lean pickings of the days before Christmas were more than compensated for on the extended holiday, observed by most of the city. Weather, for the most part, was good though cold, and given any kind of a weather break this week, new house records are a certainty in quite a few situations with New Year's Eve business included in the current seven-day business periods. Exceptionally good business in all, including neighborhoods, is the reasonable expectation.

Even though reporting excellent weekend attendance, some Broadway managers said they felt they might have done better had it not been for the continuing newspaper strike. While extra expenditures still are be-

(*Continued on page* 4)

Drive-In Operator Hits 'Exploitation' Trend

Special to THE DAILY

ALBANY, Dec. 28. — As the New Year approaches, a successful drive-in operator voiced a warning that "continuation of this year's trend toward sex and 'exploitation' pictures threatens the long-range well being of outdoor theatres."

The drive-in owner, who preferred to remain anonymous conceded that films of the type he criticized "had done business" in quite a few drive-ins during 1958. However, he insisted "They are driving the family trade away."

Without parents and young children, he added, he "could not see"

(*Continued on page* 4)

Expect '59 Theatre Receipts Over '58 And Attendance Staying About Same

From THE DAILY Bureau

WASHINGTON, Dec. 28.—Theatre attendance in 1959 should remain close to 1958 levels, but higher admission prices and lower Federal admissions taxes should boost 1959 receipts above the $1,200,000,000 estimated for this year, the Commerce Department predicted.

Nathan Golden

A year-end survey by film chief Nathan D. Golden also noted a sharp drop in feature film production in 1958, and said "there is no indication production of features will be greatly increased in 1959." The survey estimated remittances from abroad at about $215,-

(*Continued on page* 4)

Rank Trust Buys Out Schlesinger Holdings

From THE DAILY Bureau

LONDON, Dec. 24 (By Air Mail). —The Rank Charity Trust announces that it has bought from the Schlesinger Organization its half-interest in Odeon Cinema Holdings.

Odeon Cinema Holdings controls the Rank Organisation, and is in turn controlled, through a holding company, by the Charity Trust, which was set up by Lord Rank some years ago. Since the Schlesinger 50 per cent

(*Continued on page* 2)

Amended NT-NTA Order Is Approved by Court

National Theatres' proposed acquisition of National Television Associates was given the green light last Wednesday, as expected with the signing of an amended order incorporating safeguards suggested by Federal Judge Edmund L. Palmieri.

With the amendments giving assur-

(*Continued on page* 4)

Rackmil, Aboaf Leave For Sales Meets Abroad

Milton R. Rackmil, president of Universal Pictures, accompanied by Americo Aboaf, foreign general manager, left here over the Christmas week-end to attend company sales

PERSONAL MENTION

SAM BRONSTON, producer, has left New York for London via B.O.A.C.

•

HERBERT B. LEONARD, film and TV producer, left New York for London via B.O.A.C.

•

TED TODDY, president of Toddy Pictures, Atlanta, has returned there from New York.

•

MRS. DONALD H. NATHAN has given birth to a girl, JUDY ELLEN, at Hempstead General Hospital. Father is an executive with Paramount International here.

•

MRS. J. P. HUDGENS, wife of Columbia Pictures' office manager in Atlanta, is hospitalized in Sheffield, Ala.

•

JAMES E. FREW, Southern district manager for Continental Pictures, Atlanta, has left there on a business trip to Florida.

•

PAT MEDINA will leave here today for London via B.O.A.C.

Columbia Names Evidon L. A. Branch Manager

From THE DAILY Bureau

LOS ANGELES, Dec. 28.—William Evidon, sales manager at the Columbia Pictures branch here, has been promoted to the post of branch manager, it has been announced by Rube Jackter, vice-president and general sales manager.

Evidon succeeds Norman Jackter, who recently was named Southern California and Rocky Mountain Division manager.

With Columbia since 1934, Evidon joined the company as a poster clerk in the Minneapolis exchange. He served there successively as a booker, head booker-office manager and a salesman, before being transferred to Los Angeles in 1947.

Memphis Censors Rate Par. Film 'Adults Only'

Special to THE DAILY

MEMPHIS, Dec. 28.—The Memphis board of censors has approved for "adults only" Paramount's "Young Captives." It has too much suggestiveness and violence for children, said Mrs. B. F. Edwards, acting censor chairman.

There is no specific legal provision for her action, theatre men here and their attorneys said.

ANNOUNCEMENT

MOTION PICTURE HERALD of January 10 will be a Two-in-One issue comprising a special opening number for the New Year. There will be no publication of January 3. The Two-in-One edition will contain in continuity the HERALD service departments plus an assembly of special features keynoting the prospects for the revitalized industry in 1959.

Allied Board

(*Continued from page* 1)

ganization's relationships—"if any"—with ACE also will be up for discussion and decision,

"By request of the leaders (Allied) there will be scheduled for determination the extent to which Allied as an organization will figure, if at all, in the operations of the projected American Congress of Exhibitors," Myers says. "If the new body is to be an organization of individuals (including Allied members), and not an organization of organizations (like Compo), then the board (Allied) will be called upon to determine what Allied's relations, if any, with ACE will be.

"If by the time the board meets the conference between ACE's representatives and the presidents of the film companies has been held and the results made known, the board will be able to plan Allied's future activities with greater assurance.

"Whatever steps are to be taken to relieve the condition of the exhibitors must be taken promptly. Every day of unnecessary delay means the needless sacrifice of independent exhibitors who should be preserved—for themselves, their families, their employes, their communities and the motion picture business in general."

Columbia Sets 4

(*Continued from page* 1)

pany's top advertising-publicity executives will attend each session.

Jackter, in calling the meeting, said that Columbia's new management team, which took over the reins of the company about 10 months ago, has developed its program for future production and operations to a point where he feels it is important that the sales force hear about it first hand.

The first meeting will convene in Washington on Jan. 5-6 at the Statler Hotel and will be attended by executives representing the divisions in the Eastern region of the United States and Columbia Pictures of Canada.

Subsequent meetings will be held Jan. 12-13, in New Orleans, for the Southern divisions; and in Chicago, Jan. 19-20, for the Far Western divisions, and Jan. 21-22, for the Mid-Western divisions.

David Miller, Former 'U' District Manager, Dead

Special to THE DAILY

CLEVELAND, Dec. 28. — Dave Miller, 65, former Universal district manager in Buffalo, who had been retired for the past five years and moved to Cleveland recently, died here on Thursday in Mount Sinai Hospital. He is survived by his wife, Lil, a daughter, Mrs. Edith Schwartz, and two grand children. Funeral services were held today.

Miller founded the Buffalo Variety Club and was a long time member of the Cleveland Variety tent, and served as chief barker of both clubs.

Wrather and Rank

(*Continued from page* 1)

here today. A new series, "Interpol Calling," based on files and activities of the international criminal police organization, will mark the entrance of the Rank organization into the TV production field.

A budget of $1,400,000 has been allocated for the series of 39 programs. Production will start at Pinewood Studios in mid-February, with Anthony Perry assigned to produce the series, which will be distributed world-wide by Independent Television Corp., the newly formed organization owned jointly by the Jack Wrather Organization and Associated Television, Ltd., of London.

Rank Trust Buys

(*Continued from page* 1)

had been non-voting, the Rank Charity Trust's half-interest had already given it complete control.

A sum of £1 million ($2,800,000) was involved in the Schlesinger deal, according to unconfirmed Johannesburg reports.

Niece of Howard Dietz

DETROIT, Dec. 28. — Bonnie Mac Minock, 34 passed away here leaving her husband Edward, and three children, and her stepmother, Mrs. Charles Dietz. She was the daughter of the late Charles Dietz, advertising and publicity director for M-G-M in this area, and a niece of Howard Dietz of New York, former head of M-G-M advertising-publicity.

Flick Favors Idea for Citizen Review Group

Special to THE DAILY

ALBANY, N. Y., Dec. 28. — "It has merit."

This was the weekend reaction of Dr. Hugh M. Flick, former director of the state's motion picture division and present executive assistant to State Education Commissioner James E. Allen, Jr., to the suggestion by Rabbi Chaim Lipschitz, director of the Community Service Bureau, that "the state" form a code of ethics and an ethical commission, made up of religious leaders as well as lay leaders, who would see all publications and see all films and rate them as to their probable effect on youngsters."

MOTION PICTURE DAILY reported Rabbi Lipschitz proposed this at last week's New York hearings held by the Joint Legislative Committee on Offensive and Obscene Material.

Observing he had not read any details, Dr. Flick said, "it would be important that such a committee be as truly representative of the whole community as possible. Such a plan should not be initiated without careful preparation."

Sees Aid to Film Division

Such a committee or commission, said Dr. Flick, could supplement the work of the motion picture division, by viewing films which "for one reason, or other, might be controversial," and added:

"There would be no need for the committee to see the 'Ma and Pa Kettles.' Its members could view, in the division's New York studios, controversial films; form conclusions, and publicize them. There could, conceivably, be majority and minority opinions. The committee would rate all controversial pictures, with particular emphasis on their effect upon youth."

"The prestige of such group with the public would be enormous," Flick declared.

Legislation to establish a so-called ethical commission might be necessary, said Dr. Flick.

Veteran Showman Dead

DETROIT, Dec. 28. — Death claimed one of Michigan's oldest showmen, Edgar E. Kirchner, 77, who died at Harper Hospital after a short illness. He is survived only by his son, Lewis G. Services were held Wednesday. Kirchner was manager of the Family Theatre here for nearly 50 years until his retirement in 1957. At one time he was chief barker of the Detroit Variety Club.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasury; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

285,000 PRESS AGENTS TO PRE-SELL "THE PERFECT FURLOUGH"

At 189 New Year's Eve preview showings in all types of situations across the country an estimated (paid) audience of 285,000 will see "The Perfect Furlough" at least two weeks before its regular engagement anywhere.

Their raves will pre-sell just about everybody in time to do the most good for the 1187 dates already set on the picture for the six-week period starting January 14.

They'll be telling the world that

The Perfect Furlough

is perfect film entertainment!

Universal-International presents **TONY CURTIS • JANET LEIGH** in **"THE PERFECT FURLOUGH"**
CinemaScope in Eastman Color co-starring KEENAN WYNN • ELAINE STRITCH • LES TREMAYNE • MARCEL DALIO and
LINDA CRISTAL • Directed by BLAKE EDWARDS • Written by STANLEY SHAPIRO • Produced by ROBERT ARTHUR

Yule Business

(*Continued from page* 1)

ing made for television, radio and other ad media, some declared that the printed message, illustrated, is needed to give some segments of the public the deciding incentive to leave home for the theatre.

Houses doing capacity business, such as Radio City Music Hall, reported switchboards tied up for hours by callers seeking information concerning starting times of performances, and for other information normally obtainable in the newspaper ads.

'Mame' at Capacity

The Music Hall with "Auntie Mame" and its annual Christmas stage show did its usual capacity holiday business over the weekend, with three and four-block long waiting lines the rule, rather than the exception. Many remained on line for several hours. The fourth week gross, through New Year's Eve, is expected to equal last year's $226,000 for the corresponding week.

The Roxy, with "Seventh Voyage of Sinbad" and stage show, also had long waiting lines over a large part of the weekend. Christmas Day it broke every one-day record in the history of the theatre except for "The Robe," which had a $58,000 day at prices scaled up to $2.50 and $3. "Sinbad" had a $35,000 day with lower scales prevailing. It had an estimated five-day gross through last night of $145,600. The first week ends tomorrow night.

'Buccaneer' Strong

The Capitol with "The Buccaneer" in its first week has a terrific $70,000 or better in view, and "Separate Tables," another strong, new entry, is expected to do well over $55,000 in its second week at the Astor and Normandie.

"The Inn of the Sixth Happiness" is another top drawing attraction, giving the Paramount an estimated $45,000 for the four-day holiday weekend. Regular prices were in effect all day Friday. The picture's third week ends Thursday and with business strong, it will stay on. "Inn" is reported strong at the Plaza, too, but a weekend estimate was not available there.

The Palace also was strong for the holiday weekend with the first week of "Rally 'Round the Flag, Boys!" ending tomorrow seen producing better than $20,000.

'Geisha Boy' Popular

The Mayfair with "Geisha Boy" was headed for a fine $22,000 and the two-a-day engagements, "A Night to Remember," "South Pacific" and "South Seas Adventure" all were at or near capacity over the holiday.

"I Want to Live" in the sixth week at the Victoria was headed for better than $20,000, very strong. Loew's State, with "Villa" and Alan Freed's rock-'n-roll show, looks like a good $30,000, while "Doctor's Dilemma," in its second week at Trans Lux 52nd Street, continued near capacity.

Substantial Gains for Photographic Products, Communications Equipment Forecast for 1959

From THE DAILY Bureau

WASHINGTON, Dec. 28.—Production and sales of the photographic products industry in 1959 will be about 7.7 per cent above 1958 levels, the Commerce Department estimated.

It said production and sales would rise to about $2,120,000,000, compared to about $1,970,000,000 this year. The industry includes firms making and selling photographic apparatus for industrial, professional, and amateur use; sensitized film, paper, cloth and plates; and apparatus used in blueprinting and similar forms of reproduction.

During 1959 the industry expects to broaden its selling, advertising and promotional efforts to further popularize picture-taking, Commerce noted. Development of "easy to use" equipment should do much to popularize sales, it asserted.

Another report predicted that the communications equipment industry would see 1959 sales run at about $2,550,000,000, compared to about $2,480,000,000 this year. The industry includes firms making equipment for telephone, telegraph, and international radio and cable companies.

Rackmil,Aboaf

(*Continued from page* 1)

meetings in Japan and Australia. On the agenda of the sales conferences in Tokyo and Sydney will be a presentation of U-I's present and future production policy. In addition, plans will be finalized for the release of the company's forthcoming top budget productions, including "Spartacus," "This Earth Is Mine," "Imitation of Life," "Pillow Talk," "Operation Petticoat" and "Viva Gringo."

Will Tour the Far East

Following the meetings, Aboaf will continue through the Far East, surveying company operations throughout that area, while Rackmil will return to the United States.

Frigid Boston Weather Hurts Local Houses

Special to THE DAILY

BOSTON, Dec. 28. — The extreme cold hampered business on Christmas Day in the downtown area here and reduced the neighborhoods to disappointment.

"Auntie Mame," opening at the "Met," led the field with a reported $3,700 for the day while "The Inn of the Sixth Happiness" was a close second. Opening the previous week, "The Buccaneer" at the Memorial continued strong. "Tonka" at the Paramount and Fenway was satisfactory, but "tom thumb" at Loew's Orpheum was off.

The three hard-ticket shows, "South Pacific," "Windjammer" and "Gigi," all picked up well.

NT-NTA Order

(*Continued from page* 1)

ances that 20th Century-Fox will permanently terminate its 50 per cent interest in NTA Network, a subsidiary of NTA, and other provisions made a part of the document, the order was signed by Judge Palmieri.

The proposal now goes to National Theatres stockholders for their ap-

Drive-in Operator

(*Continued from page* 1)

a sound future for drive-in theatres.

There was a noticeable drop in the number of small patrons attending this year, he asserted. He believed that parents, in some places, were also beginning to shy away from patronizing the drive-ins—because of the type of pictures shown.

The drive-in audience is "getting younger," the exhibitor continued. "Short range, this may be all right," he commented. "The younger element apparently likes the sex and 'exploitation' pictures and presumably will continue to do so, but the latter are not suitable for the family trade. And family patronage, I believe, should be the backbone, the core of the drive-in audience."

At least one other area drive-in man reported a decrease in kiddie attendance the past season. He said it was chiefly observable in "children under 10."

Cold and rainy weather, the veteran assumed, was the reason they did not turn out during the spring and early summer. However, later, when the temperatures were warm and the air was dry "they still did not attend in the expected numbers."

He attributed this "either to television or to the type of pictures shown —the availability list this year was not strong on films appealing to kids."

Several other drive-in operators said they had had no reports of a decline in "small-fry" attendance.

Form Teachers Union

HOLLYWOOD, Dec. 28. — School teachers at the film studios have organized Studio Teachers Guild, Local 1323, an affiliate of American Federation of Teachers, AFL-CIO, that will serve as collective bargaining agency.

On a second ballot, teachers employed by the Alliance of Television Producers also voted for Guild recognition.

'Koepenick' in N.Y.

DCA's "The Captain from Koepenick" will open today at 14 theatres in the metropolitan area.

1959 Receipts

(*Continued from page* 1)

000,000 this year, and predicted 1959 remittances would be "at the same high level."

"The outlook for the motion picture industry in 1959 should compare favorably with 1958 activity, except in the field of production of feature films," summarized Golden.

The report said there was evidence that theatre attendance is becoming stabilized, with average weekly attendance in 1958 estimated at about 46,000,000. "It is not expected that 1959 attendance will increase greatly, but it should remain at the 1958 level," the report said.

Grosses Up $4,000,000

Box-office receipts rose from an estimated $1,116,000,000 in 1957 to about $1,200,000,000 this year, due largely to increased admission prices, the report asserted. Increased admission tax exemptions should also help the theatres, it was pointed out, since theatres will be able to raise prices for the spectacular-type films and retain a larger portion of the receipts. Another bright factor mentioned was the steady growth of drive-ins.

Plans to increase attendance which will probably be put into effect during the year, according to Golden, include new advertising techniques, special price features for older persons and children, renovation of theatre facilities, and a more orderly release of major attractions. He said it was also obvious that producers and exhibitors must work together through star participation to sell the pictures to the public.

Sees Shortage Continuing

With some 100 fewer features produced in 1958 than in 1957, exhibitors are complaining bitterly of film shortages, the report said. "There is no evidence this trend will change in 1959," it continued. "For the past few years, the production industry has concentrated on producing fewer but more expensive and higher quality films." The shortage of feature films has led to wider U.S. distribution of foreign films, Golden stated, but conceded that many of these were not suitable for smaller neighborhood theatres or theatres in small towns, and that these theatres continued to face a product shortage.

Optimistic Regarding Overseas

Golden termed the foreign outlook for U.S. films "bright." "Barring unforeseen difficulties and legislative obstacles in foreign countries," he said, "foreign business for U.S. films and remittances of film earnings from abroad should continue to expand."

Ballots in Mail

(*Continued from page* 1)

the SAG board and approved by the Hollywood membership, whereby SAG will invite the American Federation of Television and Radio Artists to join in a survey of the feasibility of a merger of both guilds.

ANNOUNCEMENT

The new leader in production takes another giant step forward. American International Pictures, specialists in exploitation features, announces the formation of its own foreign distribution. Starting immediately, the following pictures are available: • MACHINE GUN KELLY • BONNIE PARKER STORY • SUBMARINE SEAHAWK • PARATROOP COMMAND • And, in CinemaScope and Color: • HORRORS OF THE BLACK MUSEUM • "SHE" • TAKE ME TO YOUR LEADER • EVE AND THE DRAGON • Mr. William Reich, recently appointed foreign salesmanager of American International Pictures, is currently making plans to select franchise holders in important territories throughout the world. American International will shortly establish European and Near Eastern headquarters in Paris, and Middle East and Far Eastern headquarters in Tokyo.

American International PICTURES

AMERICAN INTERNATIONAL EXPORT CORP.

165 West 46th Street
New York 36, N. Y.
Telephone: Circle 6-2366
Cable Address: EXAMERIC, New York

BULLS-EYE BOOKING gives 'em what they're looking for!

KIDS WHO COULDN'T STOP LOVING...

HELD BY A

KID WHO COULDN'T STOP KILLING!

Paramount presents

THE YOUNG CAPTIVES

Starring STEVEN MARLO · LUANA PATTEN · TOM SELDEN · Produced by ANDREW J. FENADY · Directed by IRVIN KERSHNER · Screenplay by ANDREW J. FENADY

Paramount Pictures

PARAMOUNT HAS THIS TOPNOTCH ACTION ATTRACTION!

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 84, NO. 123 NEW YORK, U.S.A., TUESDAY, DECEMBER 30, 1958 TEN CENTS

Asks $55,846

Para. Sues to Recover Ohio Censor Fees

Action Covers 3 Years; Says Statutes Illegal

Special to THE DAILY

COLUMBUS, O., Dec. 29. — Film distributors may be enabled to recover hundreds of thousands of dollars paid in Ohio censor fees if the courts rule in favor of the Paramount Film Distributing Corp., New York, in its suit for recovery of $55,846 filed in Franklin County Common Pleas Court.

Paramount seeks to recover that amount, covering censor fees paid in 1952, 1953 and 1954. The suit alleges

(*Continued on page* 3)

Myers' Impatience Results in Errors

An Allied States bulletin sent out by Abram Myers, chairman and general counsel, under date of Dec. 22 carries with it a copy of a letter which Myers sent to Martin Quigley, Jr., editor of *Motion Picture Herald*, dated Dec. 15 in which Myers comments on an editorial which appeared in the *Herald* of Dec. 13.

Myers notes that he was circulating

(*Continued on page* 5)

Compares Film-Making Costs Here and Abroad

By VINCENT CANBY

The "know-how" and efficiency of U.S. film technicians, which results in shorter shooting schedules tends to even out any cost advantage which film-making abroad may seem to have

(*Continued on page* 4)

TELEVISION TODAY—page 5

Films Quick to Use Large Display Ad Space as Newspaper Strike Ends

Film companies and theatres were quick to take advantage of the reappearance of daily newspapers in New York yesterday after an interval of 19 days during which the metropolitan papers did not publish because of the strike of deliverymen.

Although the strike was not officially ended until shortly after 10 P.M. Sunday night when a count of the votes of union members on the settlement proposals was completed, all the morning and the afternoon papers appeared yesterday in abbreviated form.

Alert film companies and theatres having important holiday attractions which had opened during the strike period without benefit of newspaper advertising or reviews, were quick to

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LONDON, Dec. 29. — A government spokesman, commenting today on the announcement at the weekend of the relaxation of sterling controls, said the new arrangement will not affect the Anglo-American film agreement at this stage.

This latest government step, however, is seen here as a further move towards full convertibility which would obviously create a different situation.

Eidophor Is Given First Public Showing

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WASHINGTON, Dec. 29. — Eidophor, a new color television projector whose entertainment use is being explored by 20th Century-Fox, was given its first U.S. public demonstra-

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(*Continued on page* 4)

UA to Mark 40th Anniversary in 1959 With World-Wide, Year-Long Celebrations

United Artists will mark its 40th anniversary during 1959 with world-wide, year-long celebrations.

Starting January 1, UA's 164 American, Canadian, Latin American and overseas offices and branches and 2200 employees will participate in a series of public and film industry fetes now being planned to observe the founding of the company on April 17, 1919. This was announced yesterday by Robert S. Benjamin, Chairman of the Board. Also taking part in the global celebrations will be United Artists family of more than 60 independent producers.

The fortieth anniversary also will mark UA's expansion as an entertainment company with major interests in television and the music fields. As 1958 draws to a close the UA world-wide gross for the past 12 months has exceeded $80,000,000, an all time high for the 40-year-old organization. Benjamin is confident that the future will be even more gratifying in terms of earnings and in the scope of the across-the-board entertainment offered by UA.

Earlier Edict Reversed

Drive-ins Held Eligible for SBA Loans

Maximum of $350,000, For 10 Years, Is Set

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WASHINGTON, Dec. 29. — The Small Business Administration has decided to make drive-in theatres eligible for SBA loans, it was learned here today.

The loan policy board reversed its earlier decision against drive-in eligibility under heavy Congressional and industry pressure. Announcement of the new SBA policy is expected shortly, possibly tomorrow.

The Theatre Owners of America and the Senate Small Business Committee have been urging the agency

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KANSAS CITY, Dec. 29.—The Kansas Board of Review, which censors motion pictures to be shown in the state, will start the first of the year to pick up prints that fail to possess the agency's official seal of approval.

The drastic confiscation, Mrs. Hazel Runyan, chairman of the board, said, will include any prints and copies

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Lifelike color in every scene

Pathé LABORATORIES, INC.
NEW YORK AND HOLLYWOOD

CALL PATHÉ NOW FOR EVERY FILM NEED: IN B&W OR COLOR
Speed, Quality and Service at Low Cost • Specializing in 35mm Color Developing • Dailies • 16mm Color Prints • Precision Opticals • Title Stand Work

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PERSONAL MENTION

BERNIE MENSCHELL, president of Bercal Theatres, Hartford, has returned there with MRS. MENSCHELL from a vacation at West Palm Beach, Fla.

•

MRS. CY HARVEY, wife of the secretary-treasurer of Janus Films, has given birth to a daughter, TANYA MAE, at Mt. Auburn Hospital, Cambridge, Mass.

•

GENE KELLY has left New York for Klosters, Switzerland, to spend the holidays with his daughter, KERRY.

•

LEON COHEN, owner of the Vine Street Screening Room, Philadelphia, has announced the engagement of his daughter, EILEEN, to MARVIN J. PALMER of Middletown, Conn.

•

ROBERT STEVENS, TV producer, has arrived in New York from the Coast.

•

EDITH MEYERWITZ, formerly of United Artists and Republic Pictures in Boston, was married on Christmas Day to HENRY NIERMAN.

NSS's Bennett Retiring

BUFFALO, Dec. 29.—Harold Bennett, manager of the local office of National Screen Service, is retiring on Jan. 15, when the "front office" of NSS will be discontinued here. However, James Lavorato will continue to be in charge of the department that relays the shipments from the New York warehouses to the Buffalo area accounts.

State Record Broken

Alan Freed's "Christmas Jubilee Of Stars," broke every existing record at Loew's State theatre, when the stage show turned in a whopping $87,000 for the first four days, the theatre reported yesterday. The show consisting of 21 top recording stars and three big bands will continue through Jan. 4, with "Villa!" the screen attraction.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
"AUNTIE MAME" Starring
ROSALIND RUSSELL
FORREST TUCKER • CORAL BROWNE • FRED CLARK
In TECHNIRAMA® and TECHNICOLOR®
A WARNER BROS. PICTURE
and THE MUSIC HALL'S GREAT CHRISTMAS STAGE SHOW

Drive-ins Held

(*Continued from page* 1)

to make drive-ins eligible for loans. Until now, only indoor theatres have been eligible. This past summer SBA refused again to change its policy but promised that the loan policy board would make a new study of the question during the fall.

The loans for the drive-ins will be made, as in the case of indoor theatres, for building, enlarging, repairing or modernizing purposes. Applications must be filed in SBA field offices, and maximum loans are $350,000 for 10 years, made either directly by SBA or in participation with private lenders.

Kansas Censors

(*Continued from page* 1)

even though the film has been cleared for presentation in Kansas. The chairman said the board was being bypassed in too many instances and that the agency had been ordered to enforce the law.

The forthcoming step aroused considerable interest and condemnation in Kansas City film circles, which pointed out that it could pose a life or death threat to an exhibitor.

"Due to the scarcity of prints and the necessity at times for borrowing between exchanges to ease shortages" one showman pointed out, "there is always a chance for an error by an exhibitor. For instance, the print of a picture, bearing the Kansas seal of approval, may be sent to another exchange center.

"Upon returning the borrowed product, employees at another exchange might not send back the same print. After all, Kansas is one of only three or four states still censoring films and so employees, say in Des Moines, Omaha, St. Louis or other cities, would not be alert to returning the same print of a film obtained from Kansas City."

Wise and Mirisch Plan Major Program for UA

From THE DAILY Bureau

HOLLYWOOD, Dec. 29. — Robert Wise will produce and direct a multi-program of major productions in association with the Mirisch Company, it was announced jointly today by Wise and Harold Mirisch.

Among films to be co-produced will be the recent B & P production, "Battle," life story of a famed combat photographer, which Wise will produce and direct.

Helson Gidding, screen writer, who co-wrote "I Want to Live," will be associated with Wise in his company, and is currently working on the screenplay for "Battle."

The program of films in association with the Mirisch organization will be released by United Artists.

Jackson Board Endorses Ohio Censor Revival

Special to THE DAILY

JACKSON, O., Dec. 29. — Revival of movie censorship in Ohio has been approved in a formal resolution passed by the Jackson County Board of Education, while "obscenity and immorality" in movies, movie posters and newsstand publications have been assailed by Judge Tom Mitchell of the Jackson County Common Pleas Court.

The board of education has made arrangements for county-wide distribution of a report of movie poster "obscenity" published by the Greenfield, Ohio, board of education, which urges enactment of a new state censor law.

Judge Mitchell says he feels this to be a "moral issue to which we should give some attention for the sake of our children." He added: "Some of the lurid movie posters on display and the content of some of the filthy magazines on public news stands should be of serious concern to all parents."

Robert Oda, manager of the Markay, only theatre in Jackson, said he had not been approached by Judge Mitchell or the country board of education "on any phase of this matter." The Markay is owned by Chakeres Theatres, with home offices in Springfield, Ohio.

API Will Start Five In Next 3 Months

From THE DAILY Bureau

HOLLYWOOD, Dec. 29. — Associated Producers, Inc., has set starting dates for five pictures, two in color, to be filmed in the first three months of 1959 for 20th Century-Fox release. These include: "Here Come the Jets," "Return of the Fly," "The Alligator People," "The Prairie" and a fifth film of religious theme as yet untitled.

The first API film to go into release, with Febuary availability, is "Alaska Passage." Two others now in the editing stages are "The Little Savage" and "The Sad Horse."

Embassy Suit Re-Trial Put Off Until Jan. 12

Special to THE DAILY

SAN FRANCISCO, Dec. 29. — The Embassy monopoly suit, halted in its closing stages by the death of Federal Judge Edward P. Murphy, was postponed again today until Jan. 12 by United States Judge Lloyd Burke, after Embassy attorney Robert D. Raven had argued vainly "for an end to this stalling."

Just before Christmas and after Judge Murphy's death the Embassy attorney filed a motion for a new trial and although having previously waived a jury, he now wants the re-trial to be heard by a jury.

Interstate House Admits Idle Workers Free

Special to THE DAILY

ARLINGTON, Tex., Dec. 29.—The Arlington Theatre here issued an invitation to the recently dismissed Chance Vought Aircraft employees and their families to enjoy holiday shows free any time from Christmas to Jan. 4. Eligible are 3,500 who were let off before Christmas due to the Navy's cancellation of contracts. Around 75 per cent of Chance Vought employees live in Arlington and nearby Grand Prairie.

Raymond Willie, assistant to the general manager of Interstate Circuit, said, "We hope the employees whose jobs have been terminated, and their families, will avail themselves of the invitation and that by doing so will have a happier Christmas."

Schenck, Koch

(*Continued from page* 1)

and Koch, previously associated with UA under the banner of their Bel-Air Productions, will rejoin the UA fold on Jan. 1 as Olympia Productions, Inc.

The new organization, which will produce exclusively for UA, will tailor its product to the company's blockbuster release program, concentrating on quality productions and important properties. Under previous agreements, Schenck and Koch made 28 films for UA release.

Will Film Magazine Story

"The Day the Children Vanished," based on a "This Week" magazine serial by Hugh Pentescot, will be the first theatrical motion picture project undertaken by the new company.

The contract with UA encompasses movies for television, specifically in the series format favored by United Artists Television, Inc., which is engaged in the financing and distribution of filmed half-hour series by independent producers.

To Headquarter at Desilu

Schenck and Koch are currently winding up their contract with Warner Brothers after completing four films for that organization. Schenck-Koch Enterprises, Inc., will make its headquarters at Desilu Studios in Hollywood.

S. D. Stephens Retires

Stephen D. Stephens, who is retiring this week as assistant to the director of personnel at 20th Century-Fox, was feted by over 100 of his coworkers at lunch at the Henry Hudson Hotel yesterday. Stephens has held the Fox post for 15 years.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasury; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

Para. Sues

(*Continued from page* 1)

the fees were paid under "unconstitutional statutes." It contends the money was paid involuntarily and under duress of a threat that the penalty section of the law would be fulfilled. The suit points out that the Ohio censor law required that all films to be publicly exhibited "shall be examined and censored by the Ohio Department of Education for approval."

Claims Constitution Violated

The fee was $3 for each reel not to exceed 1,000 linear feet and $3 for each additional 1,000 feet or fraction thereof. The suit claims this was in violation of the first and 14th amendments and that the state ceased making collections at the end of 1954.

Named defendants were Roger W. Tracy, state treasurer; James A. Rhodes, state auditor; Joseph T. Ferguson, former state auditor; Edward E. Holt, state superintendent of education, and Dr. Clyde Hissong, former superintendent of education.

Drive-In to Remodel

PHILADELPHIA, Dec. 29. — The Ridge Pike Drive-in closed for the season to allow for a program of improvements at an estimated cost of $50,000. The Valley Forge Drive-in also closed for the season.

WB Has 34 Films Ready, Shooting or in Production

Warner Bros. will enter 1959 with 34 major motion pictures completed, in production or in various stages of preparation to follow "Auntie Mame," the company's Christmas-New Year's release.

Chaplin's $425,000 Will Settle Tax Claim

From THE DAILY Bureau

WASHINGTON, Dec. 29. — A $700,000 claim for back income taxes against Charles Chaplin has been settled for $425,000, the Internal Revenue Service has announced.

The service had contended that Chaplin owed close to $500,000 in taxes for 1953 and that his Celebrated Films Corp. owed an additional $55,000 for 1951, 1952 and 1953. Interest at six per cent a year had boosted the total government claim to the $700,000 total.

Stresses His Alien Status

Chaplin had claimed that as a nonresident alien he had not been subject to income taxes and the case had tentatively been set for trial Jan. 8. The claim was finally settled for $330,000 with additional interest boosting the amount to $425,000.

'Furlough' Magazine Ads For Specific Audiences

A diversified national magazine advertising campaign aimed directly at specific audience groups has been developed by Universal for its service comedy, "The Perfect Furlough," it has been announced here by David A. Lipton, vice-president. "Completely different ads, each designed for a specific group, have been placed in magazines known to be widely read by the respective groups," Lipton declared. "In this way we are reaching a total of 56,000,000 readers with ads that we believe will have a special 'tailored' appeal for each of them."

Research conducted by the magazines to determine their type of readership was used by Universal as a basis for the placement of the different types of ads.

'Night' in 3 at Miami

"A Night to Remember" will open in three Miami theatres on a day-and-date, pre-release engagement starting Jan. 14. It will have preferred playing time at the Colony, Miami Beach; the Paramount, Miami, and the Coral in Coral Gables. The film will also open at the Imperial in Jacksonville Jan. 14.

A special campaign will back the engagements, directed by Geoffrey Martin, Rank Organization advertising-publicity director, who goes to Miami early in January to launch the program.

PEOPLE

Frank Wells, son of **H. G. Wells**, has been appointed executive offieer of the Children's Film Foundation—an English industry-supported body. Wells is a film producer and writer who entered the industry in 1925.

□

Ralph Pries, a national director of the International Variety Clubs and former chief barker of the Philadelphia Tent No. 13, was appointed chairman of the building fund committee for the Main Line Reform Temple in that city.

□

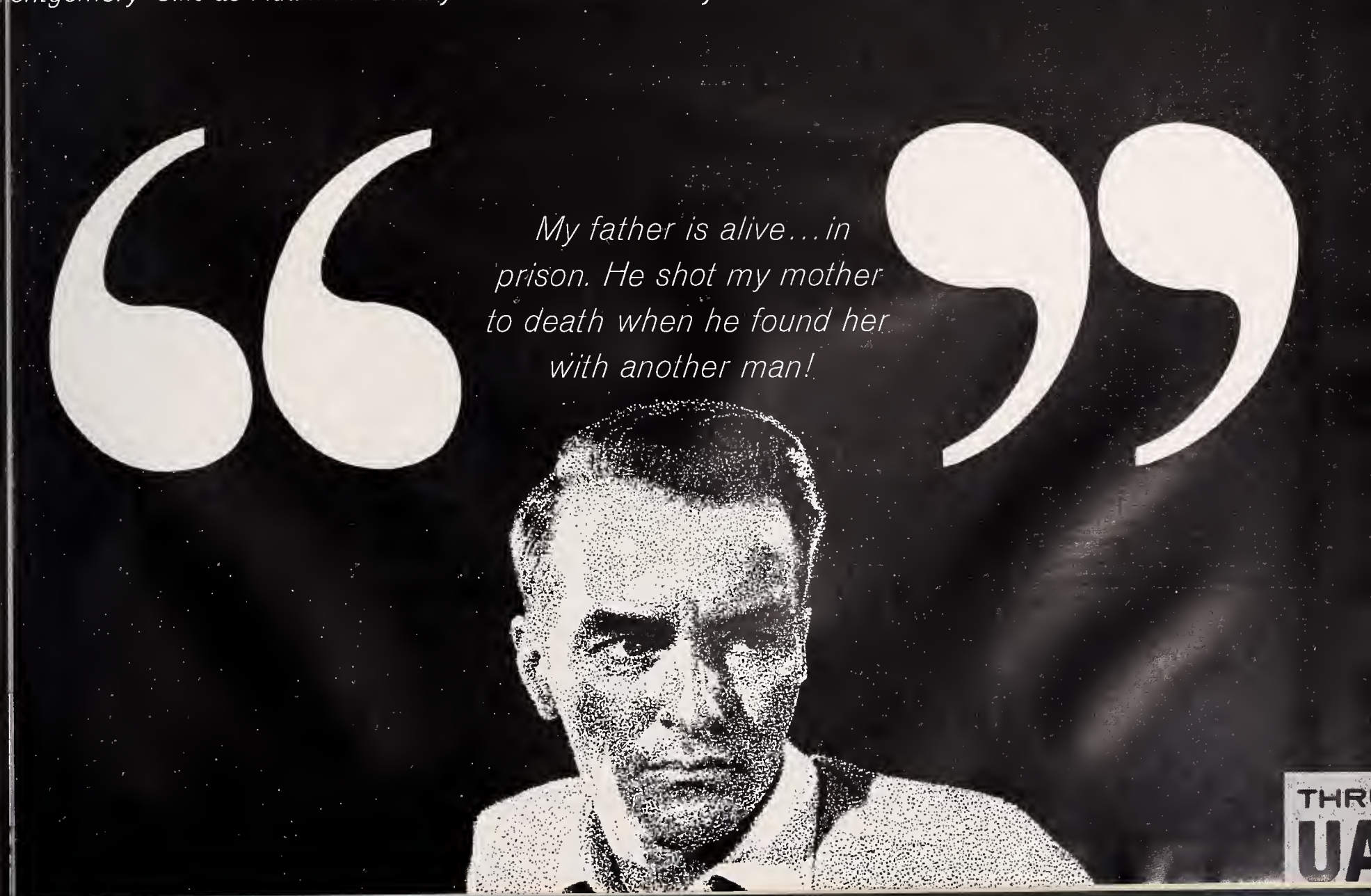
Abraham M. Ellis, head of the Ellis Theatres in the Philadelphia area, was named to the lay Board of Governors of the Vaad Hakashruth in that city.

□

Harold G. Cummings, first manager of Smith Management Company's Meadows Drive-in Theatre, Hartford, when it opened in 1955, has returned to that post, succeeding **Joseph Bresnahan**, who has resigned.

□

Bob Seaman has been appointed manager of the motion picture advertising department of "Look Magazine."



Strike Settled

(*Continued from page 1*)

get large display ads into emergency issues of the morning papers.

Among those to do so were United Artists with "Separate Tables" at the Astor and Normandie, "I Want to Live" at the Victoria; and "Around the World in 80 Days" at Loew's neighborhood theatres; Paramount with "The Buccaneer" at the Capitol; MGM with "tom thumb" at first run neighborhood houses throughout the metropolitan areas and "Doctor's Dilemma" at the Trans Lux 52nd Street; Columbia with "Bell, Book and Candle" at the Odeon and Fine Arts, and Rank Film Distributors with "A Night to Remember" at the Criterion.

Holiday Business Sought

All companies, of course, had used television and radio advertising extensively during the strike, and resorted to other emergency promotion efforts, as well. However, with holiday amusement seekers out in force all this week, the companies lost no time getting their display ads before the newspaper-hungry public. The "Times," "News" and "Post" carried the bulk of the initial film and theatre advertising yesterday, with the "World-Telegram" and "Journal-American" declining ads for yesterday's editions.

Beginning today, papers will publish summaries of amusement news and reviews which normally would have been published during the strike period.

Theatre operators were divided on the effects of the strike on their business. Some insisted it had caused a substantial loss at the box office, whereas others were equally certain that they would have done very little business immediately before Christmas, and could not have handled much more business than they had from Christmas Day to yesterday.

Grosses Generally Healthy

Broadway and neighborhood business continued very strong yesterday and is expected to remain that way through next Sunday. Extra shows and prevailing holiday prices over the New Year's Eve and New Year's Day period naturally will give an added boost to the business upsurge. Another four-day weekend holiday for many starting tomorrow night will keep box offices busy up to the last minute.

Meanwhile, business in key cities throughout the country ranged from fair to excellent, depending in the main on local weather conditions. Reports will be published in MOTION PICTURE DAILY starting tomorrow.

Eidophor Is Shown to Public

(*Continued from page 1*)

tion here over the week-end, and showed itself to be a promising but yet unfulfilled means of communication.

The demonstration, before the annual meeting of the American Association for the Advancement of Science, was made by Ciba Pharmaceutical Products, Inc., the drug firm which financed the development of the process and is currently offering it as an educational aid for scientific groups.

Picture 12 by 16 Feet

The Eidophor system projected a moderately sharp 12 x 16 foot color picture to gatherings in the Grand Ballroom of the Sheraton Park Hotel, where the AAAS convention is taking place. The first U.S. public showing on Saturday showed various scientists discussing certain properties of light and color. Yesterday Eidophor demonstrated micro-surgery techniques and growth, and today's program dealt with the diagnosis of heart disease. Tomorrow's final showing will demonstrate experimental cardiac surgery.

$16,000 for Projector

Eidophor was invented in 1939 by Dr. Fritz Fischer of Switzerland, and work was continued by other Swiss scientists after his death in 1947. It is termed a "control layer" projector, and differs from the usual television tube-type projector in that it is essentially a light relay system, using an elector-optical control of the light beam from an outside source, rather than using the electronic generation of the projection light. The projector is about five feet high, weighs about 800 pounds, and will cost about $16,000.

Program Is Live

The 150 persons who saw the opening showing seemed favorably impressed by the demonstration, which was projected live in a closed-circuit system. The size of the image was, of course, impressive. Some of the color combinations were excellent—particularly those involving slides prepared in advance—but others seemed to blur off and to lack sharpness. The system is a marked advance over previous systems for microscope and other scientific work, but obviously has a long way to go to meet the color sharpness and brilliance of color entertainment films.

Color Potentialities Emphasized

CIBA president Davies, in brief remarks during the telecast, repeatedly referred to the "tremendous potentialities" for good color in the Eidophor system. The demonstration seemed to show exactly that: it clearly conveyed the tremendous potential ahead, but also revealed the potentialities had not yet been realized.

Earl Sponable of Fox is heading the work on theatre-type prototypes of the system. Ciba will use it to put on public service programs for medical and scientific groups throughout the country and eventually in colleges and schools.

Monsignor Devlin Will Advise on 'Say One'

From THE DAILY Bureau

HOLLYWOOD, Dec. 29. — Monsignor John J. Devlin, pastor of St. Joseph's Church, West Hollywood, has been assigned as technical advisor on clerical sequences of "Say One for Me," Bing Crosby-Debbie Reynolds-Robert Wagner starrer at 20th Century-Fox. Monsignor Devlin will be assisted on the project by Father Louis V. Pick, assistant pastor at St. Victor's.

Monsignor Devlin's first assignment of this nature was on "Richelieu," starring George Arliss, in 1934. He has served as technical adviser since on numerous films, including "The Bells of St. Mary's" and "Going My Way," both of which also starred Crosby.

'Mile' Bow in Detroit

"The Last Mile," United Artists release, will have its world premiere at the Palms Theatre, Detroit, on Jan. 21.

Phila. Theatre Sold

PHILADELPHIA, Dec. 29. — The Jeffries, neighborhood house in the Roxborough section of the city, was sold for commercial purposes.

Dismiss Phila. Suit

(*Continued from page 1*)

pool and dance hall, charging that exemption of movies was contrary to the State Constitution, which requires that "all taxes shall be uniform." Therefore, the suit said, the whole city amusement tax law was unconstitutional.

The court ruled that an equity action was not technically proper until the plaintiffs have taken their objections before the Tax Review Board. City Solicitor David Berger, in a formal opinion, held that the tax exemption for movie houses was a "valid exercise" of City Council's legislative authority.

Fred C. Othman Dead

WASHINGTON, Dec. 29.—Frederick C. Othman, Washington columnist for United Feature Syndicate and former Holllywood columnist for the United Press, died of a heart attack here Saturday night. He was 53. Othman covered Hollywood from 1937 to the mid-1940s.

Take Over Shipping

PHILADELPHIA, Dec. 29. — The shipping departments for the M-G-M and Columbia film exchanges here will be taken over by the local independent Clark Film Service shortly after the first of the new year.

Phila. News Is Using Film Industry Plugs

Special to THE DAILY

PHILADELPHIA, Dec. 29. — The "Philadelphia Daily News" has started an institutional advertising campaign in its pages to help stimulate movie attendance. The daily newspaper carries run-of-the-paper slogans: "Get more out of life, go out to a movie today. See the amusement pages of the Philadelphia Daily News."

Robert Rossen

(*Continued from page 1*)

over film-making at home, Academy Award winning producer-director Robert Rossen said here yesterday at a press conference in his suite at the Sherry-Netherland.

Rossen has just finished directing his first film to be made in the U.S. in eight years—the William Goetz production for Columbia release, "They Came to Cordura," starring Gary Cooper, Rita Hayworth, Van Heflin, Richard Conte and Tab Hunter. Perhaps the only real cost advantage in filming in Europe, Rossen continued, is in the production of so-called "super-spectacles," involving huge numbers of extras, horses, etc. These, he said, can definitely be acquired for less money abroad.

May Make 'The Octopus'

As soon as he finishes supervising the editing of "Cordura," Rossen plans to get back into work as his own producer-director. His plans are quite tentative but they may include a production of Frank Norris' "The Octopus," for 20th-Fox. His aim, however, is to line up a production program for himself that will give him some sort of "economic and artistic continuity."

"This concentration of all your efforts on just one project for perhaps two years is no good," he said, "not for the individual nor for the industry. You have to keep working at a steady pace." He added that he might make a releasing deal with either Columbia or United Artists.

Hungry for Young Writers

Rossen bemoaned the lack of original screenplays being submitted these days and the lack of over-all industry effort to interest young writers in working directly for the screen.

He suggested that a group such as the Motion Picture Industry Council undertake to organize industry efforts to attract new writers to films. "I, for one," said Rossen, "would be willing to go out to a university, say once a year, and talk to the students. I could name 50 others who would do the same thing."

The future of the industry, he emphasized, depends on good writers because the story is all-important whether the film is a spectacle or a so-called "little picture." "Without good stories the industry is dead," he declared.

Myers Bulletin

(*Continued from page* 1)

his letter to Quigley "because it is evident that he does not intend to publish it."

The Myers letter is published in the current issue of *Motion Picture Herald*, dated Dec. 27, with comment by Quigley. It was on the press prior to circulation of Myers' bulletin, as Myers could have ascertained by a telephone call to the *Herald* office.

Publication of the Myers' letter in the Dec. 27 issue was expeditious since his Dec. 15 communication, perhaps due to disruption of holiday mail schedules, was not received by the *Herald* until Dec. 17, when most forms for the issue dated Dec. 20 already were on the press, and the remainder of the issue could not be revised to accommodate Myers' lengthy letter.

Quotes Horaee Adams

The Myers' bulletin also refers to a news story which appeared in MOTION PICTURE DAILY last Nov. 14 reporting unidentified Allied leaders as saying the future of Allied's "white paper" campaign would be determined by the results achieved by ACE. Myers states Horace Adams, Allied president, "set matters straight by declaring the campaign would continue."

Apart from the fact that the MOTION PICTURE DAILY story did not say the Allied campaign would not be continued, and that no request for a correction of an amplification of the DAILY's original story was made by Myers or any other Allied source from the time of its appearance last Nov. 14 to date, Myers is in error in imputing to Adams a correction of the story.

News Report of Speech

The sole subsequent report on the subject published by MOTION PICTURE DAILY was an account on Dec. 3 of Adams' speech to the Independent Theatre Owners of Ohio convention in Cincinnati the previous day, which quoted the Allied president as stating that the activities of ACE would not deter Allied's "white paper" campaign.

The Adams' speech was not addressed to MOTION PICTURE DAILY nor did it refer to this publication in any way. MOTION PICTURE DAILY simply covered and reported the speech in the ordinary way.—S. K.

Smith Howell Service Under New Management

Special to THE DAILY

ALBANY, N. Y., Dec. 29. — The management of Smith Howell Film Service, serving theatres in the Albany and Buffalo areas, has been assumed by Mushroom Transportation Co. of Philadelphia.

A notice sent to exhibitors and distributor branch offices over the signature of George L. Cutaiar, president, stated that Mushroom has been authorized to manage Smith Howell by the Interstate Commerce Commission "while its application to permanently control the company is pending before the commission."

Venice Film Festival Set for Aug. 23-Sept. 6

The 20th annual Venice Film Festival will be held in that city from Aug. 23 to Sept. 6, 1959, the Venice Biennale has announced.

This year the committee has planned a whole series of international film events in the weeks preceding the actual Festival. These will include an exhibition of films on art in June; exhibition of films for children and of documentaries and short subjects, the first two weeks of July; exhibition of film books and journals, all during August; European Film Day, Aug. 19; a special newsreel exhibit Aug. 20 and 21; a Round Table on music in films, Sept. 7 to 10; an international conference on the cinema and civilization, Sept. 6 to 11; and an international exhibition of scientific and teaching films at the University of Padua, Oct. 30 to Nov. 4.

Noble, AB-PT Official, Dies After Long Illness

Edward J. Noble, chairman of the finance committee and a director of American Broadcasting - Paramount Theatres, died Sunday at his Greenwich, Conn., home following a long illness. He was 76 years old.

Bought WMCA in 1941

Noble, who also was board chairman of Beech-Nut Life Savers, Inc., acquired radio station WMCA in 1941, and in 1943 purchased the former Blue Network for a reported $8,000,000 from Radio Corp. of America. The name was changed to American Broadcasting Co. In 1953, he relinquished control of the network when it merged with United Paramount Theatres, although he continued as a large stockholder of the new parent company, AB-PT.

Zanuck Prod. to Make 'Requiem for a Nun'

From THE DAILY Bureau

HOLLYWOOD, Dec. 29. — "Requiem for a Nun," only play ever written by Nobel Prize winning novelist William Faulkner, will be produced by Darryl F. Zanuck Productions for 20th Century-Fox release, executive producer Buddy Adler has announced.

Simultaneously Zanuck revealed that his son, Richard D. Zanuck, who is making his debut as a producer with "Compulsion," will produce this important property. The elder Zanuck said that the job done on "Compulsion" warranted Richard Zanuck's being given the reins on "Requiem" while he, himself, produces "De Luxe Tour."

Theme Is Non-Religious

"Requiem for a Nun" is a figurative title and the story has nothing to do with any organized religion.

R. E. Ziebell Dies

NORCROSS, Ga., Dec. 29.—R. E. Ziebell, exhibitor of this community, died of a heart attack while vacationing in Mexico.

Television Today

Rise in Black-and-White TV Sets Is Expected

From THE DAILY Bureau

WASHINGTON, Dec. 29. — Black and white television set production is expected to increase from the "abnormally low" 1958 level of about 5,000,000 sets to about 6,000,000 in 1959, the Commerce Department predicted.

In a year-end survey of the electronics industry, it said 1958 TV set output was the lowest since 1949 and only 80 per cent of 1957. "It is unlikely there will be a substantial permanent increase in the size of the consumer market until color television sales reach annual levels of the order of half a million units," the survey said. "The popular belief that reductions in the price of color TV receivers are imminent may be retarding the sales of both color and black and white sets. Color television sales are expected to increase, but it is unlikely that 1959 will see a major breakthrough."

12 Million Radio Receivers

Radio output this year was put at about 12,000,000 sets, again about 80 per cent of last year, with an increase to about 13,500,000 sets predicted for 1959. The survey said sales of other consumer electronic products, such as phonographs, recorders, stereo and other hi-fi equipment would continue to increase in dollar volume, especially in the more expensive hi-fi type equipment.

Total output of electronics equipment and components—for defense, industry, and consumers—was put at about $7,000,000,000 this year, with a rise to about $7,900,000,000 predicted for 1959. The Commerce survey said production for military programs was bulking larger and larger in the total industry picture, as consumer products found an increasingly "saturated" market.

Kansas City Station Sued on Use of Songs

Three members of the American Society of Composers, Authors and Publishers have filed suit for copyright infringement against Twin City Advertising Agency, the owner of radio station KPRS, Kansas City, Mo., ASCAP reported here. The plaintiffs allege that copyrighted songs were performed by the radio station without authorization.

Ask $250 Each Performance

The plaintiffs are asking the United States District Court for the Western District of Missouri to restrain the defendant from publicly performing the songs in the future, and to award damages of not less than $250 for each unauthorized performance, together with court costs and attorneys' fees.

The Critics Say . . .

As influential as the many nation-wide syndicated TV columnists, are the hundreds of local newspaper critics whose views—though they inevitably reflect regional preference—more often than not have national validity. These reporters, asked to vote again this year in the annual MOTION PICTURE DAILY-FAME poll of television talent and shows, added a variety of comments on their views of the industry. Among them were the following reports.

Dave Houser, The Morning News, San Leandro, Cal.: TV continues, by and large, to wallow in its own mediocrity. Main reasons are: (a) eagerness of stars to do what they can do easiest rather than what they do best, and (b) reluctance of networks to chance new types of shows. Nets could help by setting aside "showcases" for tryouts of new ideas, and also by asking stars of filmed series to do one special a year when their filming schedule permits—this to be the kind of show the star has always wanted to do while, for reasons of economical nature, he or she has instead done far less demanding things.

•

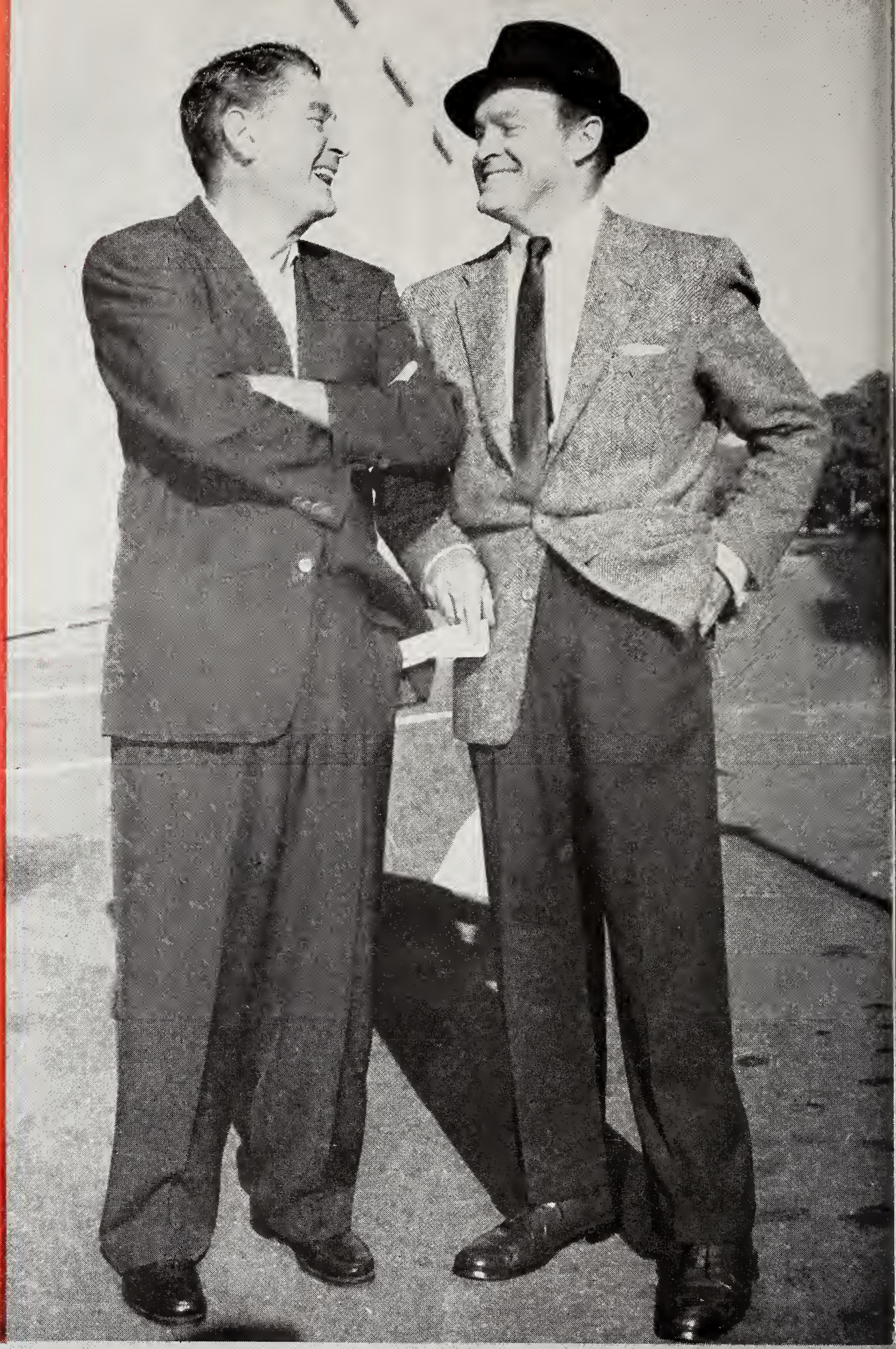
Ed. Bassett, Longview Daily News, Longview, Wash.: TV needs more programs like Twentieth Century, more documentaries, more "You Are There" —type programs. Frankly our viewing time has dropped by as much as 50 per cent from last year; this is partially due to being less enamoured of the beast as anything. More TV coverage of things as they happen will build the audience. Broader sampling should be taken by TV raters.

•

Gladys Quilliam, Beaumont Journal, Beaumont, Tex.: Particular bow to DuPont's Shows of the Month and Hallmark Hall of Fame Shows for quality, intelligent use of musical and dramatic fare for TV. Suggest less western fare and return of better quality dramatic shows, like Studio One, Suspicion, also (to our area) The Last Word.

•

W. F. Jahn, Seattle Post-Intelligencer, Seattle, Wash.: I feel that the television networks that are not telecasting color programs are not acting in the best interests of the viewing public and the television industry. I feel there is an over emphasis on Western programs this season. Also there are not enough live dramatic series. The Jack Paar program has been the hit of the television year.



Leo McCarey and friend

leo mc carey's production for 20th century-fox, "rally round the flag, boys!" starring paul newman, joanne woodward, joan collins, jack carson; screenplay by claude binyon and leo mc carey from max shulman's best-selling novel.

TRAILER BY MR. ROBERT HOPE

(FIRST GENTLEMAN OF THE STAGE, SCREEN, TELEVISION AND UNITED AIRLINES!)

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 84, NO. 124 NEW YORK, U.S.A., WEDNESDAY, DECEMBER 31, 1958 TEN CENTS

Changes

New US Ticket Tax Cut In Force Tonight

First Dollar Is Exempt, Tax Above Is 10%

From THE DAILY Bureau

WASHINGTON, Dec. 30—The increased admissions tax exemption voted by the last session of Congress finally goes into effect at midnight, tomorrow.

Right now, tickets costing 90 cents or less are free from the 10 per cent Federal excise tax, while those costing over that amount are fully taxable. Starting January 1, however, the first $1 of admission charge will be tax-free, no matter how much the ticket costs.

Thus, a $1.50 ticket, which is now

(*Continued on page* 5)

'Defiant Ones' Wins 3 N. Y. Critics Awards

Stanley Kramer's production, "The Defiant Ones," won awards of the New York Film Critics in three categories for the best work of 1958 at the annual voting of the group yesterday. The United Artists release was selected as the best film of the year;

(*Continued on page* 3)

RCA Sales for 1958 At High Level: Sarnoff

Increased sales in the fourth quarter have given Radio Corporation of America an annual volume of business in 1958 approximating the record high of $1,176,000,000 achieved in 1957, Brig. Gen. David Sarnoff, chairman of the board, said yesterday in a year-end

(*Continued on page* 5)

TELEVISION TODAY—page 5

Purchasers 'Friendly' to Vogel Management

Canadian Group Buys Out Loew's Dissidents

The threatened proxy fight by Louis A. Green, dissident Loew's director, vanished yesterday with the consummation of purchase of approximately 40 per cent of the Loew's stock held by Green's brokerage firm, Stryker and Brown, plus a similar percentage of that held by Jerome A. Newman, Joseph Tomlinson, Lehman Bros. and Lazard Freres by Nathan and Maxwell Cummings and Paul Nathanson, Canadian film distribution executive

(*Continued on page* 3)

Hyman Updates '58-'59 Orderly Release Data

Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres, yesterday announced the issuance of a special edition release schedule compiled again in the interest of his orderly distribution of quality product project.

The special edition supplements the schedule issued by Hyman last September to those who have endorsed orderly distribution, showing in the instances of most distributors, their re-

(*Continued on page* 5)

House Group Readies Final Report on FCC

From THE DAILY Bureau

WASHINGTON, Dec. 30.—The special House commerce investigating subcommittee late today was still polishing its final report highly critical of the Federal Communications Commis-

(*Continued on page* 3)

Business Booms Here and Elsewhere; Extra New Year's Eve Shows Slated

The business upsurge on Broadway which started over the weekend continued to grow yesterday as reports of grosses from other parts of the country revealed the trend was nation-wide. Out-of-town exhibitors used words like "fabulous" and "best of the year" to describe the type of figures being recorded at their box offices.

Total grosses for the week were expected to swell even more along Broadway as theatres prepared for an extra show at midnight on New Year's Eve. Admission prices at the Times Square theatres will be at the top of the scale—in most instances that charged at night on weekends and other holiday eves.

With the weather fair again yesterday after rain on Monday night long lines of entertainment seekers continued to jam the Roxy and the Music Hall. "Seventh Voyage of Sinbad" was still giving the Roxy its best business in years with the gross for the first week, ended last night,

(*Continued on page* 4)

New Extension

Broaden SBA Indoor Theatre Loan Policy

Extension to Drive-Ins Is Also Made Official

By J. A. OTTEN

WASHINGTON, Dec. 30. — The Small Business Administration officially announced a change in policy making drive-in theatres eligible for loans and also broadening the types of loans for which indoor theatres are eligible.

The new policy, revealed by MOTION PICTURE DAILY yesterday, makes both drive-in and indoor theatres eligible for SBA loans on exactly the same basis as any other business. This means they can get loans for building new theatres, expanding existing theatres, building or acquiring parking lots, repairing or modernizing existing theatres, purchasing new equipment, and other business purposes. Loans still cannot be obtained to ac-

(*Continued on page* 2)

Deny Semenenko Plans Selling Warner Stock

Denial was made yesterday through the office of Serge Semenenko, first vice-president of the First National Bank of Boston, that he would sell his 161,000 shares of Warner Bros. stock to the company.

On Semenenko's behalf it was stated that the reports "can be discounted

(*Continued on page* 2)

Perilla Will Serve as Telecast Column Liaison

Robert Perilla of Robert Perilla Associates has volunteered to serve as eastern column liaison for the Academy Awards telecast, it was announced yesterday by Phil Gerard, chairman

(*Continued on page* 3)

Happy New Year United Artists

PERSONAL MENTION

LEO McCAREY, producer-director, has returned to the Coast from New York.

•

PAUL V. WALLEN, operator of the Leland Theatre, Albany, N. Y., has returned there from Mt. Vernon, N. Y.

•

CECIL MCGLOHON, manager of the Imperial Theatre, Augusta, Ca., will leave there on Jan. 21 for Birmingham, Ala., to take over his duties as city manager for the Wilby-Kincey Service Corp.

•

SYD MIRKIN, who represents Columbia Pictures' domestic advertising department in London, is visiting here.

•

WILLIAM LISSNER, former Universal Pictures salesman in Cleveland, is visiting there from his home in Fort Lauderdale, Fla.

Col. Executives Will Leave for Sales Meet

Six Columbia Pictures executives leave over the weekend for Washington to attend the sales meeting of the Eastern divisions on Monday and Tuesday at the Statler Hotel. Coing from New York are Rube Jackter, vice-president and general sales manager, who will chair the sessions; Milton Goodman, home office sales executive; Joseph Freiberg, manager of the sales accounting and contract department; H. C. Kaufman, exchange operations manager; and Saul Trauner, New York branch manager. Also going is Robert S. Ferguson, director of advertising, publicity and exploitation.

Johnson, B&H, Retiring

CHICACO, Dec. 30. — William L. Johnson, vice-president of Bell & Howell in charge of industrial relations, will retire tomorrow under the plan which he helped to develop. He will continue to serve the company, however, on a consultative basis.

DAILY Will Not Publish Tomorrow or Friday

MOTION PICTURE DAILY will not be published tomorrow or Friday, in observance of the New Year holiday. Editorial and business offices of the paper will be open on Friday, Jan. 2, however.

SBA's Loans

(*Continued from page* 1)

quire an existing theatre or to pay off outstanding "reasonable" mortgages.

Previously, indoor theatres were eligible only for repair and modernization loans, and drive-ins were not eligible for any types of loans.

The new SBA loan policy represents a victory for exhibitor groups seeking more liberal lending rules. They received powerful support from the Senate Small Business Committee. SBA several times earlier refused to make a special ruling to make drive-ins eligible, but finally promised to consider the question this fall as part of a broad review of its policy on loans to all recreational businesses. The loan policy board made this review, and agreed to throw open its lending doors to all amusement enterprises except those getting income from gambling, liquor sales or other activities "not considered in the public interest."

One 'Liberalization' Qualified

The new lending policy still fails to provide one liberalization sought by exhibitors—loans to pay off or refinance existing indebtedness. SBA loans can be used for this purpose only where the existing loans are on unreasonable terms—for excessively short periods of time or excessively high interest rates. This has always been true and will continue to be true for indoor and drive-in theatres. If existing mortgages are reasonable, SBA loans cannot be used for the purpose of paying them off or refinancing them.

On very rare occasions, an SBA loan has been granted involving some consolidation of existing debts, but SBA officials emphasized this has been the exception rather than the rule.

SBA Charges 5½%

SBA loans are made to independent small businessmen, with the maximum loan set at $350,000 for ten years. Loans can be made only on a showing that private capital is not available at reasonable terms. On loans made entirely by SBA the interest rate is 5½ per cent, and on loans made by SBA in participation with private banks the SBA portion is at 5½ per cent and the private portion at a higher rate set by SBA.

Loan applicants must provide adequate collateral and a reasonable assurance that the loans can be repaid from earnings. Applications are filed in SBA field offices.

'Horse's' Bookings

Four holiday bookings have been set for United Artists' "The Horse's Mouth," starring Alec Guinness. Christmas Day openings were held at the Peachtree Theatre, Atlanta; Cinema Theatre, Buffalo; the Beverly Canon Theatre, Los Angeles; and the World, Philadelphia.

Confirm New Agreement With Japan Government

Conclusion of a new agreement with the Japanese government covering $10,160,000 of frozen yen which motion Picture Export Association. The lated over the 15-month period ended last July 31 was confirmed here yesterday by a spokesman for the Motion Picture Export Association. The money belongs to the nine members of the MPEA and Republic Pictures, Disney Productions and two Cinerama companies.

During the 15-month period the U.S. companies were allowed to convert immediately into dollars 22 per cent of the receipts from Japanese theatres. Another 30 per cent was spent locally in the form of yen for advertising and distribution and the remaining 48 per cent left in the frozen accounts.

Can Convert 57%

In the new agreement the film companies can now convert $5,580,000 or 57 per cent of the frozen yen into dollars at once. The remaining $4,580,000 is to be loaned at 4 per cent interest to the Japan Electric Power Resources Development Corp., a partly government-owned enterprise, which uses the funds to finance power projects. After two years the corporation is scheduled to repay the loan in seven equal semi-annual installments with interest. The resulting repayments will be immediately convertible into dollars.

Fox Promotes Conn to Chicago Branch Manager

The promotion of Robert L. Conn, effective Monday, to the managerial post at the 20th Century-Fox branch in Chicago was announced here yesterday by Alex Harrison, general sales manager. Conn succeeds Tom R. Gilliam, who has retired after holding the post for more than 16 years.

Joined Company in 1936

For the past several years Conn has been associate manager in Chicago. Like 11 other 20th-Fox branch managers, he started with the company as an assistant shipper at the Kansas City office. That was in April, 1936. His first promotion, to Kansas City booker, took place in 1941. Two years later he moved up to a film salesmanship, holding that post until 1944 when he entered military service. He resumed his selling chores two years later, after discharge from service. In 1949 he was advaneed to Kansas City office manager and to the managerial position at Des Moines in 1951. In 1953, he was transferred to the Indianapolis managership, which he held until 1956, when he moved up to become associate branch manager at Chicago.

Semenenko

(*Continued from page* 1)

completely," and that he "never has contemplated, nor has he had any intention of selling any of his shares to the company."

It was further explained that "any possible adjustment of his holdings could be only within the original group which purchased the shares at the time of the change in (Warner Bros.) management in July, 1956. If such a transaction occurred, it would be motivated purely by personal reasons, not related with any activities or policies of Warner Bros., in which company he has great confidence for its future."

Previous Denial from Allen

Charles Allen, Jr., a member of the original group of which Semenenko was a part, and which made the 1956 purchase of the Warner shares, denied to MOTION PICTURE DAILY on Dec. 18 that he had any intention of selling his approximately 100,000 shares. Allen's name also had been linked with the rumors of a sale of the securities. Like Semenenko, he is a member of the Warner Bros. board.

On Semenenko's behalf it was asserted that he "is pleased with the progress of the firm (Warners) as evidenced by its first quarterly figures ending Nov. 30; its strong cash position; the very noteworthy performance of its affiliate in England (Associated British Pictures Corp.) and good estimated earnings for the fiscal year ending Aug. 31, 1959."

Baird, Broker, in Group

Other members of the 1956 purchasing group are Jack L. Warner, president of Warner Bros., and David Baird, broker. Reportedly, a member of the group wishing to dispose of his holdings agrees to offer them first to the remaining members of the group.

Braintree Drive-in OK'd

BRAINTREE, Mass., Dec. 30.—The selectmen of this community have approved the application of Arthur K. Howard, president of Affiliated Theatres Corp., for a permit to erect a drive-in theatre at the intersection of Route 28 and Cranite St. A 1,500-to-2,000-car operation is planned, with ground to be broken in the spring.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
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FORREST TUCKER • CORAL BROWNE • FRED CLARK
In TECHNIRAMA® and TECHNICOLOR®
A WARNER BROS. PICTURE
and THE MUSIC HALL'S GREAT CHRISTMAS STAGE SHOW

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PEOPLE

Richard E. Putnam, manager of TV studio engineering in the general products department of General Electric, Syracuse, N. Y., has been elected to a one-year term as chairman of the Rochester Section of the Society of Motion Picture and Television Engineers. He will take over his new duties on Jan. 1.

□

Merrill Sehwartz, formerly in the Albany, N. Y., retail field, has joined Columbia Pictures there as booker. He succeeds **Alfred J. Marehetti,** who has switched to Warner Brothers following brief service with Columbia and many years of tenure with the former Universal exchange.

□

Robert Adler, of Allied Artists, Albany, N. Y., is now a member of Lodge 24, Colosseum of Motion Picture Salesmen.

□

C. G. "Duteh" Littler, industry veteran who has been handling theatres in the Columbus (Ohio) area since 1941, has been named manager of the RKO Grand in that city. He succeeds **Don Hooten,** who has resigned.

□

Ronald Sturgess, owner of the Knox Theatre, Mount Vernon, Ohio, and a 35-year veteran in the field of exhibition, will make his first bid for public office in the coming primaries when he will seek nomination as mayor on the Democratic ticket.

□

Justus Beal, formerly associated with theatres in the northern New England territory, has joined the Nutmeg Theatre Circuit, New Haven, Conn., as manager of the first-run Norwalk Theatre, Norwalk, succeeding **William A. Hatkoff,** who has resigned to enter the advertising and promotion field.

□

John Rowe has been named manager of the Ace Theatre, Wilmington, which has been taken over by the Midtown Realty Co. upon the retirement of **Benjamin Shindler.** The house will be refurbished.

'Geisha' Bows on Coast

HOLLYWOOD, Dec. 30.—An estimated 8,000,000 persons throughout the country tonight witnessed the festive antics associated with the West Coast premiere of Jerry Lewis' "The Geisha Boy" at the Academy Award Theatre. At 11:40 P.M. (EST), the Jack Paar television show made a live remote pick of the premiere. For ten minutes, 120 NBC-TV network stations, representing 92 per cent of television coverage, showed opening night activity participated in by Jerry and many Hollywood stars who were premiere guests.

Canada Group Buys Out Loew's Dissidents

(*Continued from page* 1)

and son of Henry L. Nathanson, who headed Canadian distribution of MGM pictures for 40 years.

The purchasing trio described themselves as completely friendly to Loew's management, headed by Joseph R. Vogel, president. The sellers comprise the dissident element on the Loew's board of directors.

Nathan Cummings, chairman of the board of Consolidated Foods Corp. of Chicago, will be invited to join the board of directors of Loew's at the next meeting early in January.

Present indications are that Green, Newman and Tomlinson, all dissident Loew's directors, will leave the company's board. Whether or not John Snyder, who has been considered a Lehman Bros.-Lazard Freres representative on the Loew's board, will resign is uncertain. Lehman and Lazard voted against Loew's management headed by president Joseph R. Vogel in the unsuccessful proxy contest waged by Tomlinson a year ago. However, in October Snyder voted with management in opposition to the Green-Newman plan to spin off MGM instead of Loew's Theatres in effecting the required Loew's divorcement of production-distribution from exhibition. Management's plan of divorcing the theatres was officially approved by a vote of 16 to 3.

The addition of Cummings to the board, assuming the three dissident directors resign as expected, would reduce the membership to 17 from the present 19. There has been considerable sentiment in favor of a reduction in the size of the board and, with the dissident elements withdrawn, a further reduction would appear to be likely at the time of the annual meeting of stockholders in February, if not before.

Could Eleet to Board

However, observers believe that even with their Loew's holdings substantially reduced after the sale to the Cummings brothers and Nathanson, the dissident directors have enough stock remaining to make it possible for them, under the cumulative voting system, to elect at least one and perhaps two directors should they decide to do so.

Maxwell Cummings is a Montreal real estate operator and developer.

The Cummings-Nathanson trio purchased 210,000 shares in all from the Green - Newman-Tomlinson-Lehman-Lazard group for $4,620,000, or $22 per share. The trio acquired an additional 25,000 shares of Loew's in the open market, bringing their total Loew's holdings as of the moment to 235,000 shares.

No Personal Sale by Green

Green personally did not sell. His brokerage firm, Stryker & Brown, reportedly sold 40 per cent of the 150,000 shares it owned or voted. Tomlinson also owned or voted approximately 150,000 shares and sold a similar percentage. Newman's holdings were estimated at 100,000 shares and the combined holdings of Lehman-Lazard at 150,000 shares. The group as a whole, therefore, has reduced its holdings from an estimated 550,000 shares to about 330,000.

"Our group is joining Loew's," Nathan Cummings said in a statement issued yesterday, "as a friend of management and we will work closely with Joseph R. Vogel, president. We see enormous potentials in the future of Loew's and its many activities. My philosophy is to operate a business successfully and not to liquidate it, as evidenced by the policies which have built Consolidated Foods Corp. to its prominent place in the food industry, with its finances in their strongest position in the company's history."

In U.S. Since 1938

The statement noted that last week Cummings had announced the acquisition by Consolidated Foods of The Lawson Milk Co. of Ohio for approximately $10,000,000. The 61-year-old executive came to the United States from Canada in 1938, building up various food companies into Consolidated Foods Corp.

Ira Guilden, a member of the Loew's board friendly to management, endeavored several weeks ago to purchase 45 per cent of the holdings of the Loew's dissidents but the talks were terminated without an agreement having been reached.

House Group Readies

(*Continued from page* 1)

sion. The report, according to members, will attack such FCC practices as those permitting the buying-off of competing TV-channel applicants and permitting "trafficking" in TV licenses. It will include recommendations for legislation to prohibit attempts to influence commissioners privately on pending cases, outlaw acceptance of favors by commissioners, and permit the president to fire commissioners for neglect of duty.

The subcommittee will also recommend that the FCC and other Federal regulatory agencies adopt strict codes of ethics.

One Commissioner Resigned

The subcommittee this year held lengthy hearings on charges of improper pressures on the FCC and other agencies. Its revelations forced the resignation of FCC commissioner Richard Mack.

The subcommittee is certain to suggest its investigation be continued in the new Congress—either by a new special subcommittee or by a permanent oversight group.

Perilla to Serve

(*Continued from page* 1)

of the publicity coordinating group of the MPA advertising and publicity directors committee.

Special material will be made available to the syndicated columnists by Perilla. Such a procedure was found effective last year in the industry's overall promotional program for the telecast.

'Defiant Ones'

(*Continued from page* 1)

Kramer was chosen best director; and Nathan E. Douglas and Harold Jacob Smith were cited for their original screen play.

Named as best actor of the year was David Niven for his performance in "Separate Tables," and Susan Hayward best actress for "I Want to Live!" Both pictures were also U.A. releases. Chosen as best foreign film was "My Uncle," a Continental Distributing release.

Exhibitors Protest Kan. Censor Board Ruling

Special to THE DAILY

KANSAS CITY. Dec. 30.—Following the announcement by the Kansas Board of Review that after the first of the year prints of pictures not bearing the seal of approval of the censorship body would be picked up at theatres in the state, two representatives of the motion picture industry in Kansas City today called upon Mrs. Hazel Runyan, chairman of the board.

The two emissaries, Richard Brous, president of Fox Midwest Theatres, and M. B. Smith, representing Commonwealth Theatres, sought to explain the position of the film trade, particularly exhibitors, in the matter and to point out the possible harm that would accrue to theatre operators, who inadvertently might show a picture not possessing the seal of approval, even though the particular film had been cleared for showing by the board.

While expressing the intention of going ahead with the pick-up order, Mrs. Runyan indicated that concessions might be made.

'Fortune' Story Analyzes Hughes' Fiscal Problem

A lengthy analytical article on Howard Hughes' financing problems appears in the January, 1959, issue of "Fortune." Detailing the financial structure of the Hughes empire, the article says, "One of the richest men in U. S. industry has reached a turning point in his solitary career. He needs money. So he is stalking Wall Street, which would like to do business with him—but perhaps not on his terms."

The Hughes financial dilemma, "Fortune" says, stems from his commitments to buy jet aircraft for Trans World Airlines, and from declining revenues from Hughes Tool Co. and Hughes Aircraft.

George K. Fellers Dies

GREENWOOD, S. C., Dec. 30.—George Kirk Fellers, who owned and operated one of the first motion picture theatres in this area, died here at the age of 81.

Holiday Business Booms Here and Nationally

B'way Expects Big Takes for New-Year Eve.

(*Continued from page* 1)

estimated late yesterday to be at least $197,000 and possibly hitting as much as $200,000. The Music Hall, with "Auntie Mame" and its annual Christmas stage show, again attracted waiting lines that were three and four blocks long and the fourth week gross, which takes in New Year's Eve, was expected to be $226,000.

An all-time record for a week's gross is being set at the State Theatre by Alan Freed's "Christmas Jubilee of Stars" on stage and "Villa!" on screen. The combination is expected to do almost $152,000 for the first week, which ends tonight. The program continues through Sunday when the State shutters for a remodeling project which is expected to take from two and a half to three months to complete.

'Separate Tables' Strong

Another strong new entry, "Separate Tables," was headed for a combined gross of $71,108 in the second week of its world premiere engagements at the Astor and Normandie. "I Want to Live," now in its seventh week at the Victoria, rolled up a resounding $24,780 for its sixth, which ended Monday night.

At the Paramount "The Inn of the Sixth Happiness" is expected to do an outstanding $65,000 for its third week ending tomorrow night and taking in a special New Year's Eve showing. "Rally 'Round the Flag, Boys!" ended its first week at the Palace last night with a big $41,000.

Record business was also reported for "Bell, Book and Candle," playing day-and-date at the Odeon and Normandie. For the first week, ending New Year's Eve, the Odeon looks for a $40,000 gross, one of the best in the history of the house. For the same period the Normandie will do around $17,000, also extremely good.

The Capitol has a strong holiday attraction in "The Buccaneer," which took in $76,000 for its first week ended last night, considered "top-flight" business. The Mayfair, with "Geisha Boy," was headed for $38,000 in its second week ending tomorrow night.

Meanwhile the three two-a-day attractions, "South Pacific," "A Night to Remember," and "South Seas Adventure" continued at or near capacity. All have been having extra performances this week, but only "A Night to Remember" has scheduled a midnight New Year's Eve performance.

Reports from out-of-town cities follow:

WASHINGTON — Business over the four-day, government holiday Christmas week-end made almost all local theatre managers very happy. With 11 first-run pictures playing, 10 were reported as doing from "very well" to "fabulous."

Heading the list was "Separate Tables," at the Columbia. During the four days it grossed $15,000. "Bell, Book and Candle" at the Trans-Lux grossed $12,000 for the period and "The Buccaneer," playing at RKO Keith's did $11,000. Heavy matinee attendance brought the four-day gross for "tom thumb" at the Capital up to $10,000. A $7,000 gross was brought in by "The Roots of Heaven" at the Palace and by "Tonka" at the Langley.

The box-office at the local art houses also reflected business which was better than last year's.

DETROIT — First-run theatres generally report business as "terrific" here for the holidays while outstate areas have given conflicting accounts, depending on the attraction booked.

Roadshow engagements of "South Pacific" and "South Seas Adventure" have been particularly good with the New Year's Eve performance of the latter sold out a week in advance.

Attendance is way ahead of last year for the United Detroit circuit, according to president Harold Brown. "The Horse's Mouth" is big at the Trans-Lux Krim.

DALLAS — Christmas Day at Dallas theatres went ahead of last year's gross figures enough to be noticeable. Upbeat reports came from Interstate, Rowley, and Trans-Texas circuits.

Reports from Interstate were that business has been on the upgrade the whole fall throughout the chain. Hal Cheatham, Interstate publicist, said the family trade flocked to "tom thumb" at the Tower and "Sinbad" at the Palace. And "The Buccaneer" at the Majestic also made a strong bid for family patronage.

In the suburbans two pictures made their first appearances at popular prices after being shown as roadshow attractions, "Gigi" at the Esquire and "The Old Man and The Sea," the latter doing better as a subsequent run than the first time around.

John Callahan, city manager for Rowley-United, reports that the Wynnewood, Texas, and Beverly Hills theatres did better this year with "In Love and War" and "The Restless Years" than with last year's attractions.

Hal Novy, president of Trans-Texas, said that "Circus of Love" at the Fine Arts did exceptional business. "Roots of Heaven" was very strong at the Melba.

ATLANTA — Business at all theatres was reported as much better than during the last Christmas holiday with superior product credited. Managers said they are all looking forward to midnight shows on New Year's Eve to boost grosses even more.

CLEVELAND — Holiday business at the downtown first run theatres is excellent, according to the heads of these theatres. All of the programs were spotted for family entertainment. They included "tom thumb" at Loew's State; "The Buccaneer" at Loew's Stillman; "The 7th Voyage of Sinbad" at the Hippodrome, and the continued reserved seat engagements of "South Pacific" (38th week) at Loew's Ohio and Cinerama's "South Seas Adventure" at the Palace.

COLUMBUS, O. — Clear skies and mild temperatures helped boost Columbus first run theatres' holiday business to marks "considerably higher" than last year. Attractions appealing to children at three of the four theatres helped to swell grosses. "The 7th Voyage of Sinbad" at RKO Palace, "tom thumb" at Loew's Ohio and "The Buccaneer" at Loew's Broad all attracted sizable juvenile trade. "Houseboat" at RKO Grand shared in the brisk holiday business.

CHARLOTTE — Although rain, sleet, and freezing rain cut into business the Christmas holidays gave Charlotte theatres some of the best grosses of the year.

Managers of most of the city's six theatres said business was better than usual and blamed weather for the off days. At the Manor where "Tonka" is playing receipts beat last year's by 20 per cent. "7th Voyage of Sinbad" opened well at the Center. "tom thumb," which opened at the Visualite the week before Christmas, picked up Friday and although rain started Saturday morning the matinee was sold out. Business was 100 per cent over normal and 20 per cent ahead of last year.

"Geisha Boy" was good at the Carolina. The weekend rain cut down attendance for the Sunday opening of "Auntie Mame." "The Buccaneer" gave the Imperial Theatre its best business of the year.

Out-of-Town Grosses Seen Exceeding '57

MEMPHIS — With four of Memphis five first runs doing twice average business since Christmas Day, some of the best attendance of 1958 seemed assured during the remaining days of this year.

"The Buccaneer," got under way at Malco several days before Christmas and set the pace. The first full week resulted in 275 per cent of average business. There was no sign of a slowdown.

"Auntie Mame" hit the screen at Warner Theatre Christmas Day and got off to a record-setting 200 per cent of average business which it seemed sure to maintain for at least the first week. Loew's Palace had twice average attendance during the opening days of the "The Inn of Sixth Happiness," and this attendance pace was continuing.

Strand reported twice average attendance with a first week of "The 7th Voyage of Sinbad."

PITTSBURGH — Business, which was "just fair" in the downtown theatres on Christmas Day, perked up noticeably the day after, and operators were optimistic about a healthy upsurge for the holidays. The best was "The Buccaneer" in its second week at the Penn, followed by "The Seventh Voyage of Sinbad" in its second stanza at the J. P. Harris.

The Warner re-opened on the 23rd with "Cinerama-South Seas Adventure" which got fine notices, and opened well.

ALBANY, N. Y. — "The 7th Voyage of Sinbad" sailed at a very breezy pace of approximately $6,700 in Fabian's 3,660-seat Palace Theatre Friday through Sunday, industry reports today stated.

"Sinbad" reportedly did about $4,100 in same three-day span at the 2,500-seat Proctor's in Troy; $3,400 in the capacious Plaza, Schenectady—both Fabian. Schenectady is a "critical" unemployment area.

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New U.S. Tax

(*Continued from page* 1)

fully taxable and must have a 15 cent federal admission tax added on, will now be tax-free on the first $1 and will carry a tax only on the remaining 50 cents, or a total tax of only five cents. Actually, tickets costing up to $1.05 can be completely tax-free, because the tax is levied over $1 on "each 10 cents or major fraction thereof," and five cents is not considered a major fraction.

Same Rate on Season Tickets

The Internal Revenue Service has ruled that on season tickets or subscriptions under the new law, the same tax rate will be applied to the taxable portion determined by multiplying the number of admissions provided by the season ticket or subscription by $1, and subtracting the result from the total charge. For example, on a season ticket providing 10 admissions for $12, the tax-free portion would be ten times $1 or $10, and the tax would be levied only on the remaining $2, for a tax of 20 cents.

The new exemption rules apply only to amounts actually paid after Dec. 31, 1958, IRS has said. The date of the event for which admission is paid is immaterial, the Service declared. This would seem to indicate that where tickets have been purchased before Dec. 31 for events taking place after that date, the tax must remain on the old basis, with no refund permitted.

Much Credit to Compo

The latest reduction in the Federal tax, like its several predecessors, was won by Compo after a difficult but well run campaign during the last session of Congress.

Hyman Updates

(*Continued from page* 1)

leases through the first six months of 1959 and beyond. The special edition reflects some changes that have been made since then in release dates for the fourth quarter of 1958 and the first quarter of 1959, and confirms all dates.

Next Release in Mareh

Hyman stated that although there were not many changes, he felt that the supplementary schedule should be compiled and circulated in order to maintain as accurate a picture as possible of availabilities in the immediate future. He plans to issue and circulate the next complete release schedule in March, he said.

Global Capra Tour for 'A Hole in the Head'

Producer-director Frank Capra will make a two-month global personal appearance tour in the early summer of 1959 at the time of the world release of his Sincap Production, "A Hole in the Head," starring Frank Sinatra, Edward G. Robinson and Eleanor Parker, for United Artists distribution.

REVIEW:

Guns, Girls, Gangsters

Imperial—U. A.

Sex and violence are the ingredients dished out in about equal proportions in "Guns, Girls and Gangsters," which is designed primarily for audiences addicted to crime stories.

Supplying the sex is Mamie Van Doren, cast as a night-club singer, who becomes involved in a criminal enterprise partially against her will. Miss Van Doren gives the kind of performance that has come to be expected from her: She pouts in a voluptuous manner most of the time while attired in tight-fitting clothes. She also sings a couple of song numbers in a saucy and suggestive manner.

Providing the violence, meanwhile, are Gerald Mohr and Lee Van Cleef as the two hoodlums most prominently active in carrying out the caper, which is an elaborate scheme to rob an armored truck near Las Vegas. Mohr is the master-mind behind the plot, and Van Cleef a convict and husband of Miss Van Doren, who conveniently escapes from jail just in time to help in carrying out the robbery. Both men are just as interested in the lady as the loot, and this provokes conflict between them, including a brutal fist fight.

In working out the screenplay from a story by Paul Gangelin and Jerome Sackheim, Robert E. Kent has made strenuous efforts to "gimmick-up" the robbery so that it appears to have originality. The two criminals put aside their differences and successfully gain control of the armored car with its $2,000,000 in cash but are caught when they overlook an important detail which alerts the police.

The hoodlums are killed in a showdown gun fight at the end, and Miss Van Doren is carted away to jail.

Kent produced and Edward L. Cahn directed this Imperial Pictures' film for United Artists release.

Running time, 70 minutes. General classification. Release, in January.

RICHARD GERTNER

To Shoot Four Films In Studios at Dallas

Special to THE DAILY

DALLAS, Dec. 30.—A motion picture production schedule under which four feature-length movies will be shot in the Dallas studios of United National Film Corporation during the first quarter of 1959 was announced today by Robert L. Madden, United National's board chairman and president. Madden also announced that "Bronco Fury," color featurette recently completed by United National Film Corporation under a contract with Bob Hornberger Productions, Ltd., will be released early in 1959.

Shooting on the new four-picture schedule will begin about the middle of January, Madden said. Hollywood Pictures Corporation of Hollywood will produce the first two pictures. Immediately following, shooting will begin on two more under a co-production agreement between Pacific International Pictures of Hollywood and Bob Hornberger Productions of Dallas.

Television Today

Screen Gems, Greene, Rouse in 3-Year Pact

From THE DAILY Bureau

HOLLYWOOD, Dec. 30.—Clarence Greene and Russell Rouse have been signed by Irving Briskin, production head of Screen Gems, TV subsidiary of Columbia Pictures, to produce, direct and write two new series a year for three years in partnership with Screen Gems. The initial series, titled "Underworld," will be based on the adventures and experiences of an undercover agent.

Greene will function as producer and Rouse as director for most of the telefilms. Both will write the scripts. Greene and Rouse's TV activities will augment their independent plans for several feature commitments, including the spectacle, "The Spanish Armada."

RCA's Sales

(*Continued from page* 1)

statement on the company's business and financial activities.

Earnings in the fourth quarter also rose over the comparable period last year. "This increase in sales and earnings," Sarnoff said, "reflected not only the general improvement in the national economy but also RCA's higher rate of Government business, its introduction of important new products and services, and further intensification of operating efficiencies."

"The new year begins with definite indications of new peaks in the production of goods and services, consumer income and spending, and construction outlays," Sarnoff added. "The outlook for 1959 indicates a good year for business, and for a continuing growth of the American economy."

One Man's TViews

By Pinky Herman

WITH the advent and terrific acceptance by the public of stereophonic sound, television is obliged to keep pace. So watch for a new concentrated approach and sales pitch in 1959 of "advanced color." . . . Tip to Lester Lewis: Author-Composer Gray Thornton has just completed the book, music and lyrics for a "fantasy," which is a perfect TVehicle for the talents of Shari Lewis. . . . With a few weeks of vacation and much-deserved rest following the sale of his station, KPOK, Scottsdale, Ariz., Dick Gilbert returns to the turntable Jan. 5 to star a new daily series over KONI, Phoenix. . . . "The TVoice of Firestone" ABConcert Monday nite was enhanced by the trilling of the handsome Bill (South Pacific) Tabbert's warbling of "Younger Than Springtime." . . . Channel 9 (New York) has acquired from Warners' award-winning "Yankee Doodle Dandy" starring James Cagney as the immortal George M. Cohan for its "Million Dollar Movie" series.

☆ ☆ ☆

As has been the custom these many years, the ace of sportscasting, Mel Allen will again do the "Rose Bowl Game" TVia NBC January 1. In the morning Mel will give an ABCross country description of the colorful "Tournament of Roses." . . . John Compton will star as "Channon" in the new NBCrime series, "The D.A.'s Man," which teevees Saturday in the 10:30-11:00 P.M. slot. Locale of the program is New York City. . . . Lark Andy Williams heads east from Hollywood next week for a brief stopover en route to England and the Continent. . . . Don De Leo still getting plaudis from Broadwayites for the terrific Christmas party he "collie'd" at the Lambs Club last week for Gotham orphans. . . . After several years with KMOX, Ed Bonner has shifted over to the deejay staff of WIL, St. Louis. Ed, a product of Newark, is one of the most gifted of radio gabbers. . . . For the first time in its history, ABC-TV has rung up about ten million smackers in one month. (October, 1958.) . . . Must be a moral here somewhere. F'rinstance "to the swift goes the prize?" Anyhow to this Swift (Allen) have gone several awards in three successive years. In 1956 he copped the art directors' award for his Wesson Oil commershill. 1957 his 'baby voice' for Jello was a winner as was his "The Hope That Jack Built." In 1958 the seven-voice job he did for "Fleebus" (Terrytoons) was the only animated cartoon exhibited at the Brussels World Fair. . . .

Mel Allen

PRAISE

from Caesar!

LIFE

TIME & LIFE BUILDING
ROCKEFELLER CENTER
NEW YORK 20

PUBLISHER'S OFFICE

December 17, 1958

Dear Mr. Quigley:

I have just seen a copy of Motion Picture Daily's special salute to LIFE in today's issue, and I wanted to drop you an immediate note to express the delight of myself and staff with your issue. Mr. Ivers and the others who have participated in putting out your "Salute" deserve warmest congratulations for conveying so interestingly not only the special flavor and ingredients of our Entertainment issue, but LIFE's coverage of the field through the years as well.

We are long-time friends of Motion Picture Daily and this special effort on your part, you can be sure, will serve as a vivid reminder of that relationship for all of us in the months to come.

With all best wishes,

Cordially,

Andrew Heiskell

AH:nlh

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